

Michael Chasen

## From Startup to Sustaining

15 November 2012

Michael Chasen, President & CEO, Blackboard, Inc:  
*Lessons Learned from Startup to Sustaining*

@TRethore Live Twitter Stream (15 November 2012), Northern Virginia Technology Council's  
Titans Breakfast Series, Ritz-Carlton Hotel, McLean VA

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Mike Chasen really speaks biz! Lives his [#CEO](#) lessons! [#NVTC](#) [#strategy](#) [#Blackboard](#)

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Online education is on the cusp for rev + scale. But, can challenge intellectual property [#NVTC](#) [#strategy](#)

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[#CEO](#) Lesson 5: Ensure ur biz makes sense. Free doesn't work unless have sthg to support it [#Blackboard](#) [#strategy](#)

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Match scale to revenue - biz model must support itself.

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Wow! Mike Chasen is rocking the house at [#NVTC](#) Titan's Breakfast [#Blackboard](#)

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Surround yourself w/ pple who know what u don't. Retain expertise in ur biz [#Blackboard](#) [#CEO](#) [#NVTC](#) [#strategy](#)

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[#CEO](#) Lesson 4: always seek advice \*but\* be an expert in your biz [#Blackboard](#) [#NVTC](#)

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Success often comes from the most unlikely places. [#strategy](#) [#NVTC](#)

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[#CEO](#) Lesson 3: Network the network - goes well beyond direct connections. Who can possibly help us? [#strategy](#) [#NVTC](#)

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Constantly share what you're doing - and to what end. [#CEO#](#) [strategy](#) [#NVTC](#)

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Most important thing= having a biz + model that makes sense [#strategy](#) [#NVTC](#) [#Blackboard](#)

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[#CEO](#) Lesson 1: Focus on business not in the office [#NVTC](#) [#Blackboard](#)

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Lessons from successful startup - [#CEO](#) Mike Chasen - 5 things he's learned

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Using technology 2bridge traditional learning w/ today's world [#Blackboard](#) [#CEO](#) [#NVTC](#)



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Strategy – People – Process

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