

Karen West

Vision/Opportunity

- **Goals:**
 - finish up my period of online and home learning
 - if Passports continues, my team would need to improve our web skills in order to actually eventually implement it.
 - Work/Family balance: I may be working on a wearable venture with my TE2 Passports team mate, Will Bruner, although it is not definite yet, and someday perhaps a start up with my husband if he left academia and did not join a large company, or if I would work at a large company instead of start up, but in any case, having time after work to spend with family and friends make me a more successful and fit person, since “all work and no play” seems to make me less productive and happy.
- **Career/Education:** BS (1987) and MS (1997) Electrical Engineering, and recently, many online courses (new programming languages, humanities too), 18 years as an embedded C software engineer.
- **Purpose/Value/Mission:** to have co-workers enjoy and respect working with me as much as the friends and family you have enjoy spending time with you for fun. I'm 50 now and may retire in my mid-to-late 60's and need to think ahead to save for that. If money was not an object, this may be different. Perhaps I would want to work on a project that could change the lives of everyone for the better, to give all people who work hard and want to change their lives a chance to do that, and ensure human rights are guaranteed for everyone.
- **Marketing and Implementation Strategy: (my personal elevator pitch):** My technical background enables me to be successful in the technical world, but it is my personality that is the motivator and I love to work with people. I have diverse background, and I my character is fun and genuine and it helps when people like working with you because of it. I am an energetic engineer who loves to learn. Someone recently described me as someone with almost maniacal dedication to get the job done, with unmatched enthusiasm, sleuthing, and an enormous amount of energy where otherwise I would not have been successful due to less experience than others when I started. I believe that someday I can work my way into more leadership type roles although I've always been a team member of my small or large past companies. I showed early signs of this when I won awards and competed in contests at a young age as a business leader (mock level). I enjoy understanding the economics, laws and human rights of the culture in which a business may operate. I enjoy the small start up environment and the very large company environment and have worked in both types of places, mostly in the commercial market, but also for the safety-critical defense market. I've expanded my technical skill set to learn many new programming languages and tools and pick those up with seemingly limit-less energy. You will observe that I have kept busy and learned many things and that is how I would continue to operate where ever I work. The learning is never just on the job.
- **Failure:** (worst)-- failing to recognize that my skills and experience were not able to be hired in the current market place when I lost my job.
- **Risks/Mitigation:**

- do one of us have a stable job?
- Success measurement: revenue, profit, benefit to society, satisfying job
- Contingency / Risk Mitigation: if the start up failed, get another job that makes sense instead, and one of us should always have a stable job while providing for young kids.
- **Personal Board of Directors:** depends on where my next job is – will it be Will's wearable venture if the funding comes through?
 1. my husband
 2. co-workers/friends/family - aware of skills and personality
 3. experts in the field of a start up, for advice/funding, and also those with experience we pursued
- **“Equity Split” for Passports, if we ever actually built it** – as of today, 60% Will Bruner, 40% me – and perhaps mentor Eliot Mannoia as well (not sure how these things work!)
 - Passports was mostly Will's idea – although I contributed to all of part 2, I was on the FicRec team for part 1 of Technical Entrepreneur
 - may change if we built it as time goes on, if better able to contribute. ;-)