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An Entrepreneur's Perspective on How to
Advance both Your Career and Your Business

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New Jersey based Company
providing business advice, strategic
planning, technology
commercialization and investment
capital to emerging business

Personal Background

- 25+ Year Career in Defense Electronics Industry
- Electronic Engineer with 12 Patents issued.
- Industry experience at ITT, Raytheon, ERI, Honeywell
- Founder & CEO of Electro-Radiation Inc. (ERI)
- 1998 SBA National Tibbett Award winner
- 2004 sold ERI to Honeywell
- 2010 NJTC Financier of the Year
- Member IEEE, VANJ, NJTC, NDIA, AOC...
- Chairman, Jumpstart NJ Angel Network
- Board Member of For-Profit and Non-For-Profit Organizations
- Currently Angel Investor and Business Advisor

Definitions (Casabona's)

- Job – A stepping stone to fulfill a temporary need such as money, health, career advancement.
- Career – A long term journey or identity to achieve or fulfill personal satisfaction and growth...a passion.
- Business – An entity with which to leverage your career in building wealth, creating jobs, changing social factors, etc.



Career Development



- Professional advancement and/or gaining experience...advanced degrees and work.
- Build industry relationships with like-minded individuals...work and conferences.
- Expand your knowledge base of other careers...work with other types of careers.
- Fulfill personal goals...sense of achievement/satisfaction/wealth.
- Leverage your accumulated knowledge... create a business.

Business Creation



- A career provides the foundation and security to create a business.
- A business entity is a way for an individual to significantly leverage accumulated career knowledge and expertise.
- A business can create jobs, personal wealth, social reform, environmental changes and personal satisfaction.

My Career Journey



- Primary career: Electrical Engineer
- 1st business venture was a RF car theft system similar to LO-JACK...too young to know better.
- 2nd business was creation of Electro-Radiation Inc.
 - Phase I - technical consultancy...started to generate wealth, jobs and experience.
 - Phase II - engineering services for the DoD...deepened industry credibility.
 - Phase III - product development, IP and manufacturing...my successful exit.
- 3rd business is Casabona Ventures...my new career which still leverages my primary career.

Summary

- A successful career, hard work and some luck can translate to a successful business.
- ID a career ASAP and move on it.
- Most second careers utilize the knowledge and experience gained from the primary career.
- A successful entrepreneur uses career, relationships and experience to launch new businesses.
- Life is a journey...make the best of it.

Thank You

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