

Ideation to operation: how to turn your idea into a business

Sponsored by Iowa State University Student Innovation Center, Idealab and Energy Vault

Hear the story of how Bill Gross launched his “dream laboratory” to boldly challenge the status quo, tackling big ideas that others wouldn’t. The results: more than 150 companies launched, more than 10,000 jobs created and 45 successful IPOs/acquisitions.

**February 26,
2-3:30 p.m. CST**

Online Event

Register now.

www.sictr.iastate.edu/innovation-programs/innovation-circuits/short-circuit-bill-gross/



About the speaker.

Bill Gross
Founder and CEO, Idealab



OVER 25 YEARS, IDEALAB’S ACCOMPLISHMENTS INCLUDE:

- Invented business model that powers most monetization of the internet
- Invented “paid click” or cost-per-click (CPC) model used by millions of websites
- Cofounded Energy Vault with its breakthrough in low-cost energy storage
- Founded Heliogen with its technology to minimize reliance on fossil fuels

Gross also serves on the California Institute of Technology’s Board of Trustees and the board of the ArtCenter College of Design.

Moderated by:

Robert Piconi
CoFounder and CEO
Energy Vault - an Idealab Company



Innovation SHORT CIRCUITS are topic-based conversation sessions, delivered by industry experts and influencers, that help students gain expertise in innovation mindset, skills and practices.