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About the Author. An award-winning educator at the University of Maryland, Dr. James V. Green leads the education activities of the Maryland Technology Enterprise Institute. As its director of Entrepreneurship Education, he leads

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undergraduate and graduate courses in entrepreneurship, innovation, and technology commercialization.

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“Don't start a company unless it's an obsession and something you love. If you have an exit strategy, it's not an obsession. Mark Cuban”. — James V. Green, The Opportunity Analysis Canvas.

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