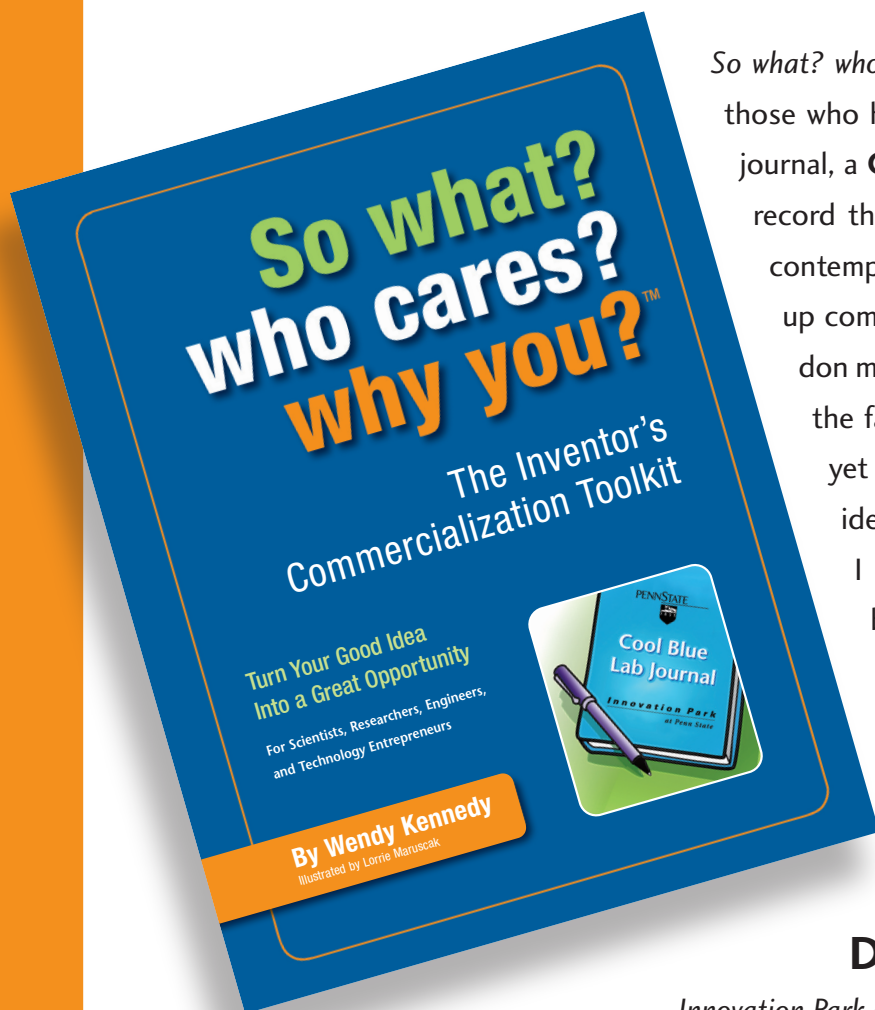


The human spirit yearns to create and contribute. Daily, each of us works to make the situations we encounter in life better than we found them. Often we succeed; sometimes we fail, yet in both cases we continue forward with new knowledge and experience.



So what? who cares? why you?™ is a pilgrimage for those who have ideas to change the world. It's a journal, a **Cool Blue Lab Journal**, to be used to record those ideas. It's a process to help you contemplate and evaluate your ideas and start up company concepts. It will help you abandon many ideas and concepts by identifying the facts, myths, and critical assumptions, yet it will provide validation for the one idea you may then decide to pursue. I encourage you to spend your time before you spend your money. Live in the Journal with each idea and build with courage and passion the opportunity that makes the cut.

Onward and Upward!

Dan Leri, Director

Innovation Park and Research Commercialization Office

The Pennsylvania State University

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