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**K**en Colwell is the director of Entrepreneurship Programs at the University of Miami School of Business Administration. He holds a PhD from the University of Oregon. He teaches entrepreneurship and new venture planning at the undergraduate, graduate, and executive levels. His research interests revolve around university technology transfer and the strategic and cognitive factors that lead to success for startup technology firms. Prior to entering academia, Dr. Colwell worked in the financial services industry, most recently as a director at Charles Schwab & Co. He has extensive experience consulting with student teams writing business plans seeking to commercialize university-invented technologies, and is the founder of Colwell Enterprises, a consulting firm specializing in helping entrepreneurial firms reach their full potential. He blogs at <http://kencolwell.blogspot.com/>.