

## A Serial Entrepreneur Targets the Internet of Things

DANVERS, MA

The “Internet of Things” (IoT) is such a popular concept it now has its own Twitter hashtag. The potential inter-connectivity of objects—ranging from household appliances and wearable devices to cars and airplanes—brings the prospect of a “smarter” society, as well as a set of unique advantages to entrepreneurs as a business opportunity. Presenter Eric Graham, CEO and founder of CrowdComfort, will discuss lessons he’s learned from starting and leading multiple companies, how to best leverage an entrepreneurial approach to make an impact, and tips for exploring opportunities within the IoT sphere.

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