Join HEALab for this hands-on workshop on how to conduct a competitive analysis or opportunity assessment (OAP) with Dr. Gary Gibbons from Thunderbird School of Global Management. An OAP is a means by which investors or managers can assess the relative value of one firm’s operations and strategy versus another firm’s operations and strategies. OAP analysis is an important step for all entrepreneurs and can help you learn the ins and outs of how your firm stacks up against its competition.

Gary Gibbons is a clinical associate professor at Thunderbird School of Global Management and an expert in investing and corporate finance with extensive experience in portfolio management, securities valuation, financial modeling, and financial planning and evaluation of entrepreneurial firms. Gibbons is also a member of the Advisory Board for the Journal of Private Equity.

Wednesday, February 10
3 - 4 p.m. (MST)
RSVP at
https://na.eventscloud.com/competitive-analysis
Online via Zoom:
https://asu.zoom.us/j/82672877651

Have a BIG IDEA?

As ASU’s first accelerator focused solely on health and health care solutions, the Health Entrepreneurship Accelerator Lab (HEALab) is an interdisciplinary initiative between J. Orin Edson Entrepreneurship + Innovation Institute, Edson College of Nursing and Health Innovation, College of Health Solutions, and New College of Interdisciplinary Arts and Sciences to empower students, faculty, staff and community members to become health innovators who create real solutions to real problems.