

Dan Cohen

John C. Whitaker Executive Director Wake Forest's Entrepreneurship Program and Professor of Practice at Wake Forest University

Winston-Salem, NC, US

Well-versed in entrepreneurial theory and practice, Cohen has extensive experience as an educator and practitioner.

Biography

Thirty-four percent of startups fail within the first two years and 56 percent within the first four years. Dan Cohen's IDEATE, a new method for teaching students how to discover their best startup ideas, has been proven to yield higher-quality, more innovative ideas when compared to traditional methods.

“As with poker players, inexperienced entrepreneurs have improved odds of succeeding if they start with a better hand. This means determining, before they play their hand, if their idea is sound,” he said. "With IDEATE, the endgame is to launch a successful startup that builds a student's confidence in their ability to identify business ideas that will work.”

As the leader of the University's entrepreneurship program and the founder and director of Wake Forest's Startup Lab, he helps fledgling entrepreneurs refine their ideas — from product or service development to customer testing to securing investors to marketing and sales.

Areas of Expertise

Entrepreneurship, Social Enterprise, Business Strategy

Education

Case Western Reserve University

Ph.D. Management and Entrepreneurship

Johns Hopkins University

MBA Business Administration and Management

George Washington University

M.A. Accounting, Finance and Taxation

Towson University

B.S. Business Administration and Marketing

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