

The Field Robotics Center

Seminar Series

Tues, April 9th NSH 1507 2:30-3:30PM



Food and Drinks will be served

Dr. Aaron Morris

Autodesk Reality Capture

The Ins and Outs of a Technology Startup

Abstract: In 2009, I started a company called Allpoint Systems to commercialize promising 3D robotic technologies. In the years to follow, despite a worldwide global recession, Allpoint prospered, developed disruptive solutions for engineering workflows, and was ultimately acquired in late 2012 by Autodesk, a world leader in 3D design software.

In this talk, I will recount lessons learned during my four-year journey to build a technology company. Going from incorporation to acquisition as a company founder, partner and CEO, I will discuss the key contributions that lead to Allpoint's success including topics that span product development, team building, fundraising, equity considerations, marketing and the overall mindset of a technology entrepreneur.

So if you are interested in entrepreneurship, joining a startup, or wish to hear a firsthand account of the trials, tribulations and victories of a Pittsburgh startup company, this talk is for you.

Speaker Bio: In 2007, Aaron earned his doctoral degree in Robotics from the Robotics Institute at Carnegie Mellon University where he researched and prototyped a method for introspective reasoning of autonomous robots. He was a co-founder of the Subterranean Robotics group where he helped conceive a variety of underground inspection and mobile mapping systems.

Following his graduate work, Aaron worked and consulted with a number of emerging robotic companies in the Pittsburgh area. In 2009, Aaron founded Allpoint Systems where he and his team created software solutions that made possible efficient 3D capture and analysis workflows for engineering, survey and architecture applications. He served as the President and CEO of Allpoint until late 2012, when it was acquired by Autodesk, a world leader in 3D design software for entertainment, natural resources, manufacturing, engineering, construction, and civil infrastructure. Aaron now oversees product development in Autodesk's Reality Capture group.



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