

Interview by simon howard with dr. john summers

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Clearly, to be so enthusiastic about it, you must enjoy running your own business Dr. Summers, but there must also be a downside; what do you like and dislike about it, and what are the greatest challenges?" " In the five years since we started, I enjoy the freedom to do what I want to do and the excitement of making new discoveries which will help people to improve the quality of their lives. What I don't like, and cannot control, is the bureaucratic legislation which slows everything up, the endless certification trials to obtain product approval. and the reluctance of banks and other financial sources to invest without seeking impossible returns on their investments. The greatest challenges are recruiting good, motivated staff and getting manufacturers to deliver on time."

" Finally, Dr. Summers, what one piece of advice would you give to a college student interested in owning his/her own business one day?" " That's a difficult one, Mr. Howard since this type of activity is the culmination of many complex factors. The best I can do is to say, ask yourself ' Do I really know what I want to do with my life, have I the determination to overcome all obstacles, and have I the humility to learn from others and from my mistakes?' If you can answer yes, then go ahead!"