

## NJIT hosts TEDx event: Collaboration on innovation is the main focus

By [Andrew Sheldon](#), September 29, 2016 at 8:14 AM

The New Jersey Institute of Technology hosted a TEDx event at the school's Jim Wise Theater on Wednesday.

Co-organized and hosted by NJIT's Associate Vice President of Tech Development Judith Sheft, many of the talks focused on the role collaboration plays in innovation.

**Mark L. Scotland, CEO of 4.0 Analytics**, discussed how his small company's software has been utilized in collaboration with large enterprise to help move innovation forward.

"Many in this audience know how fast technology is moving and many innovations move," he said. "So, what we're finding is that large and small companies are starting to dance together much more frequently."

It's a relationship he likened to a speed boat and an oil tanker.

"Trying to turn an oil tanker is much different than being nimble like a speed boat," he said.

For instance, **4.0 Analytics'** vehicle management systems have been utilized in collaboration with Rutgers Newark, Essex County Community College, Seton Hall and the City of Newark in a project aimed at reducing vehicle emissions.

"In addition to that (we) were looking for participation in outreach to enlighten the population on the negative effects of carbon emissions," he said.

As a member of NJIT's Enterprise Development Center, the company is also an example of the ways the school itself drives innovation through young and startup companies.

Other speakers at the forum, which was open to the public and available on live stream, included President of the New Jersey Innovation Institute Donald Sebastian, LeanOnWe Founder Ron Gold, Founder Gerard Adams, and Citi Medina, co-founder of the = Space shared space, an incubator in Newark.



**LeanOnWe** Founder **Ron Gold** discusses a life changing event that led to his drive to revolutionize the home health care industry while speaking at TEDxNJIT.