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# The In Crowd

*Innovations and innovators come in all forms. In each issue of Texas Innovator, The In Crowd will help bring you a little closer to some of Texas' brightest innovators, their perspective on why Texas is ideal for new approaches and even tips on fueling the creative mind inside us all.*

## Matthew Fisher

KumoTek Robotics Inc. – Founder and CTO



Launching a business requires imagination, planning and flexibility.

“A business plan is paramount,” says Matthew Fisher, founder and chief technical officer at [KumoTek Robotics](#). “If you can’t put it on paper, you’ll have a hard time convincing others.”

And Fisher says that plan must be flexible, to adapt to whatever environmental, political or social factors influence a business’s primary function: meeting customer needs.

“You want to build something that people will buy and is not easily duplicated,” says Fisher. “And you must be ready to service and address the needs of the customers.”

Fisher launched KumoTek Robotics in 2004. Previously, he had a career as a U.S. Navy satellite communications technician and then studied international business marketing and Japanese at the University of Richmond.

KumoTek’s mission is focused on three main areas: education-, entertainment- and service-based robotics, and the company is seeking educational partners to help develop a curriculum.