

There Is Talk About Changing The World and Then There is Doing, Two Interviews by Fotis Georgiadis

Dr. Richard P. Imbruce and Michael Blanton on changing the world.

GREENWICH, CT, USA, June 11, 2020 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.

Dr. Richard P. Imbruce and Michael Blanton were interviewed by Fotis Georgiadis. Helping build out their brand and image is Fotis Georgiadis' forte. An excerpt from each of the interviews is below. Reach out to Fotis Georgiadis to get your brand and image on the right track from the start, or rebuild yourself with his help. He can be reached at the contact options at the bottom of this article.

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Opportunity: Improve survival of cardiac and respiratory emergencies in public places.

Due to the safety & explosion hazards of high-pressure gas cylinders, emergency oxygen is not available in public places. RO2 has patented a portable chemical oxygen generator to produce safe, easy to use, medically pure oxygen for 15–20 minutes without the need for electrical or battery power. It is a completely safe, low-pressure emergency oxygen system, that does not require an explosive charge for activation. The R15 will complement the more than 10 million automatic emergency defibrillators (AEDs), which saved many subjects with cardiac emergencies over the last twenty years. The R15, cleared by the FDA as an OTC medical device to provide emergency oxygen without a prescription, allows anyone, anywhere to become a Good Samaritan at the same time restoring the 'P' to CPR.



Michael Blanton, partner with Vertigo Media, and a new management launch called Halogen-BNA

Since cardiac and airway emergencies are sides of the same coin, the R-15 can be bundled with AEDs, designated as 'emergency use' kiosks, located in airports, shopping malls, and other public places, often where fire extinguishers are located.

The R-15 is activated by turning a lever and attaching its integral mask to the subject. Oxygen flows almost immediately and continues to flow for 15–20 minutes, more than enough time for the arrival of EMT personnel. If not used, it is replaced every two years, similar to printer cartridge recycling.

Rapid Oxygen Company is seeking to raise \$5M Series 'B' offering of company common stock. Proceeds will be used to scale manufacturing and support a sales effort with web-based telemarketing, direct sales, and distribution networks for the \$1.5B projected emergency oxygen market opportunity. Read [the complete interview here](#).

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What are your "5 Things I Wish Someone Told Me Before I Started" and why. (Please share a story or example for each.)

It's more important how you finish than how you start. We tend to get so focused on instant gratification, we are almost willing to lose anything to win, but we need to look down the road to have a vision of what do we want to look like when we are finishing this story.

Find what's good about something, not what's wrong with everything. Creativity needs to be encouraged and we need to look between the lines of all art, and not be overly judgmental and critical.

Nothing is as good as you think, but neither is anything as bad as you think. Basically don't believe your own press, which we all want to do when good things happen.

Be Patient, most new business' take three years to turn a corner. Just something when you're starting with the hottest idea, even if it's super good, it's going to take time. Pixar spent the first 10 years in the ditch, but look where they are now.

It's about others, not about you. We all have ego's and I'm not talking about not be confident in yourself or in your creative idea, but at the end of the day if it doesn't lift peoples hearts and lives to be better and make a difference, then for me I have to question was it worth doing at all.

Can you share with our readers what you think are the most important "success habits" or "success mindsets"?

Well now I would just flip the last question of "5 things" and use those for my best answers for success habits.

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I would say to invest in people, and when they look at this new innovative songwriting idea, and connection to past success writers, then there is a formula here that can work being led by very good business people with strong creative hearts.

It will only take some time and some success, and I believe this can lead to all kinds of new content stories. Music will never go away, and thus the need for songwriters. The [rest of the interview can be seen here](#).

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

Contact and information on how to follow Fotis Georgiadis' latest interviews:

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