



Asian American Entrepreneur Association

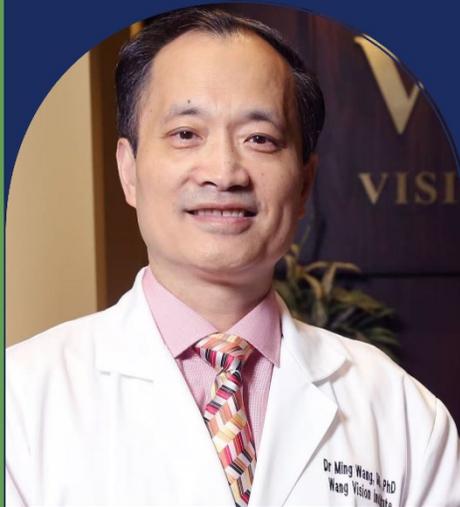
2025-NY

品牌引领

BRANDING & MARKETING FORUM

DIFFERENTIATE OR DIE

- How to communicate your differentiation
- How to identify market need
- How to define your differentiation
- How to back it up with credential



SPEAKER:
Dr. Ming Wang

Harvard & MIT (MD)
CEO at Aier-USA
Director of Wang Vision Institute
Film "Sight" (angel.com/sight)

HOST:
Jianping Schoolman

营销创新

CONTACT

ec@aaea.associates

VISIT US

aaea.associates/

DATE

02/05/2025 8pm ET

ZOOM

Meeting ID:
688 688 2668
Passcode:
AAEA

AAEA Branding and Marketing Forum

Differentiate or Die

(From New York Times best seller by Jack Trout)

Ming Wang

**Harvard & MIT 哈佛麻省理工学院 (MD); PhD (激光物理, laser physics. UMD)
美国爱尔Aier-USACEO; Director of Wang Vision Institute, Nashville, TN, USA
drwang@wangvisioninstitute.com; www.drmingwang.com, [ballroom123](#)**

“Sight” (angel.com/sight) tells the story of a Chinese American immigrant Dr. Ming Wang, Harvard & MIT (MD); UMD (PhD, laser physics), and his sight foundation’s work in helping blind orphan children from around the world and in developing amniotic membrane contact lens which has helped millions.

Dr. Ming Wang, a **Harvard & MIT graduate** (MD, *magna cum laude*), is one of the few laser eye surgeons in the world today who hold a doctorate degree in laser physics. He has performed over 55,000 procedures including on over 4,000 doctors. The **film “Sight”** is based on Dr. Wang’s autobiography “From Darkness to Sight”, co-starring Greg Kinnear.

As a teenager, Ming suffered greatly in China and came to America with only \$50 and earned **two doctorate degrees**, one in laser physics and one in medicine, and graduated with the highest honors from Harvard Medical School and MIT.

Amniotic membrane contact lens, which Dr. Wang has invented and holds two U.S. patents, has now been used by tens of thousands of eye doctors throughout the world and millions of patients have had their eyesight restored.

Wang Foundation for Sight Restoration has helped patients from over 40 states in the U.S. and 55 countries, with all sight restoration surgeries performed free-of-charge. Dr. Wang was named the Kiwanis **Nashvillian of the Year** for his lifelong dedication to help blind orphaned children from around the world.

A FREE link watch “Sight”:

<https://www.drmingwang.com/about/movie-sight.html>

“Sight” (angel.com/sight) tells the story of a Chinese American immigrant Dr. Ming Wang, Harvard & MIT (MD); UMD (PhD, laser physics), and his sight foundation’s work in helping blind orphan children from around the world and in developing amniotic membrane contact lens which has helped millions.

- 1. FIND people for my stuff, or build my stuff to FIT people?**
- 2. Is differentiation about WHO I AM, or about WHAT people NEED?**
- 3. WHAT are differentiations?**
- 4. WHAT are NOT differentiations?**
- 5. Is breath of product lines a differentiation, or a dilution?**
- 6. WHY are price and presentation artistry NOT differentiations?**
- 7. HOW can I find my differentiation, what are the CREATIVE WAYS?**
- 8. WHAT are the BENEFITS of differentiation?**
- 9. WHY does a differentiation require COMMITMENT?**
- 10. WHY does a differentiation require SACRIFICE?**

Differentiate or Die

Market research

Differentiaion

Credential

Communication

Differentiate or Die

Market research

Differentiation

Credential

Communication

Market research

What do your customers **really want?**

**Build your stuff for people
Not find people for your stuff**

Market research

Target market selection

Market research

7 human needs

Money and Wealth

Time and Convenience

Sex and Mating

Status, Fame, and Approval

Safety, Peace of Mind, and Basic Needs

Leisure, Entertainment, and Play

Freedom

Market research

What do your customers **really want?**

Sporty/powerful car – sound

Hotel - gym

Market research

Product-market fit

Infection, trauma and malnutrition-caused corneal blindness is world's leading cause of blindness, no effective treatment



Differentiate or Die

Market research

Differentiation

Credential

Communication

Definition of differentiation

A marketing message is **differentiated** if when your business name is substituted by that of another, *the message actually no longer works*.

The benefit of differentiation

Differentiation gives sustainability,
especially in a recession.

Differentiated business can not be
duplicated



Differentiated business stands out
among the many choices a
consumer has today



Differentiation motivates employees



Differentiated business lasts longer



What are not differentiated ideas?



Not differentiated ideas

Quality and customers satisfaction

Not necessarily!

Since they *are assumed to be there already*

Not differentiated ideas

Is **creativity** of an ad a differentiating idea?

No!

Since competitor can do that too!

Not differentiated ideas

Is price a **differentiating** idea?

No!



Since your competitor can lower price further

Not differentiated ideas

Is **breath** of product line a differentiating idea?

No!



It dilutes and weakens your differentiation.

What are differentiating ideas then?



What is a **differentiation**?

Being the first is a differentiation.

McDonald

Burger King

What is a **differentiation**?

Attribute ownership is a differentiation

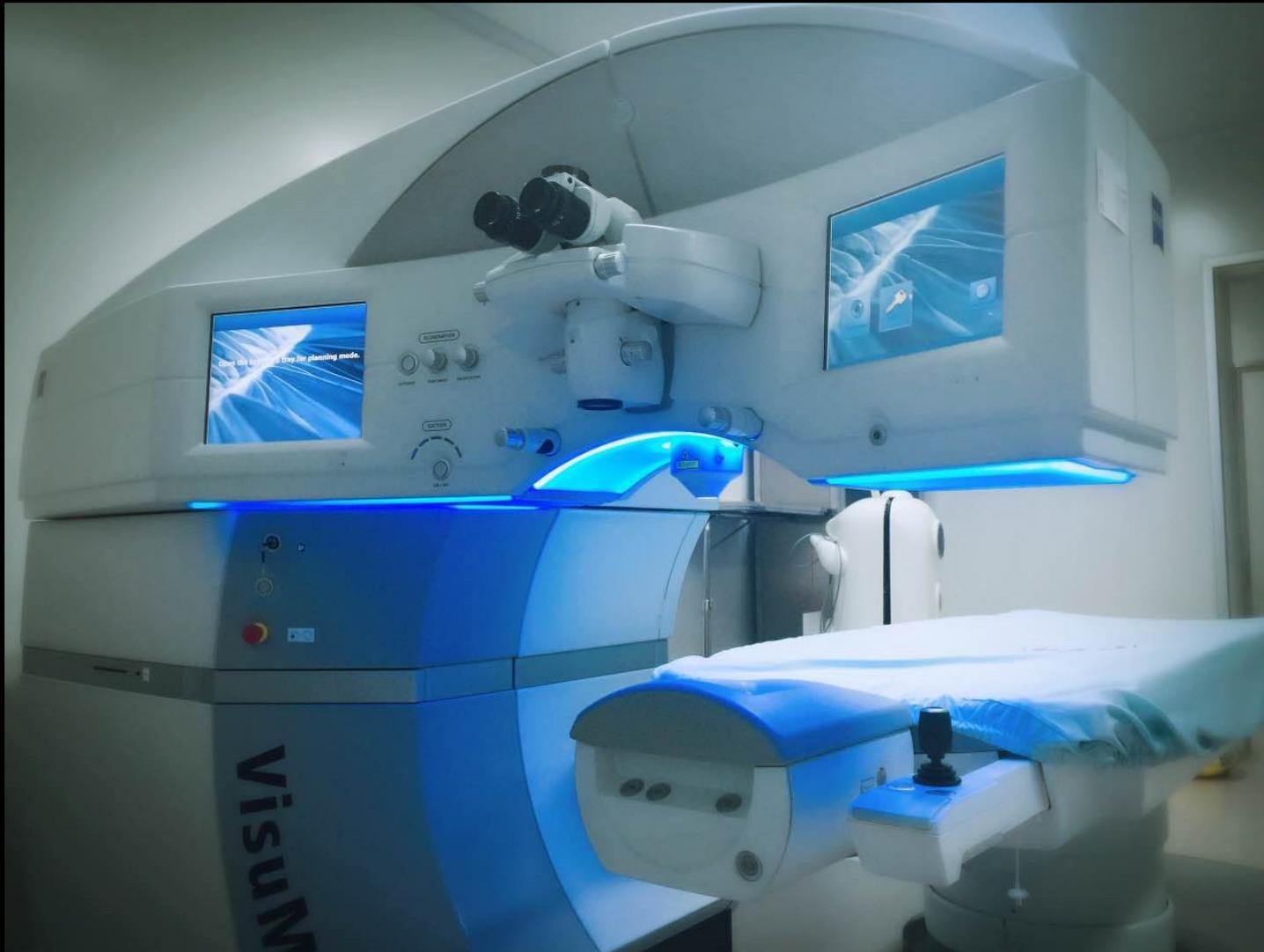
Xerox

What is a **differentiation**?

Being the leader and having the latest
is a differentiation

SMILE (small-incision LASIK)

SMILE: small-incision LASIK, the **FIRST in the state**



What is a **differentiation**?

Heritage is a differentiation

... Has been founded since...

美国爱尔Wang Vision Institute EYE



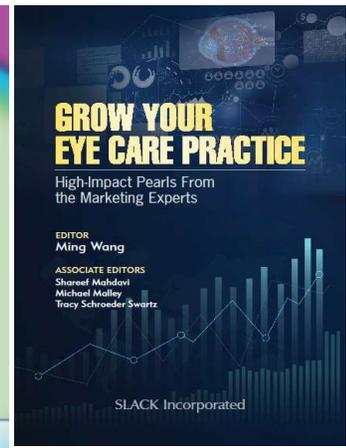
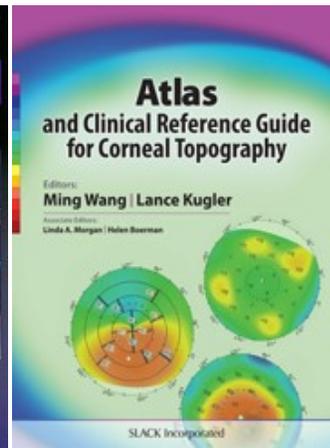
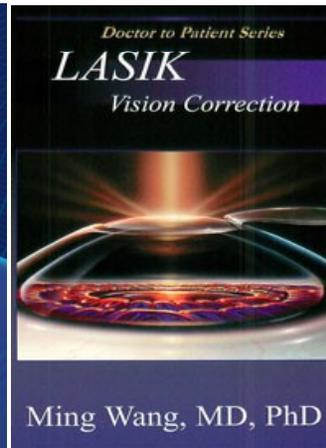
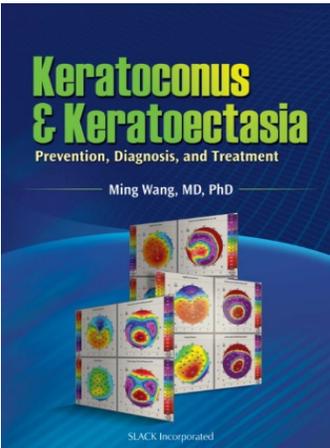
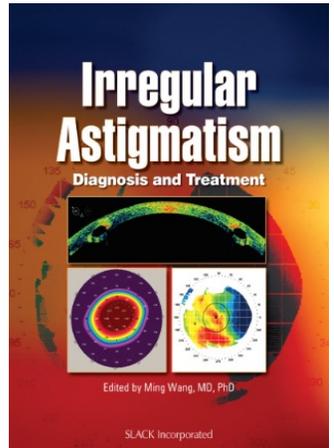
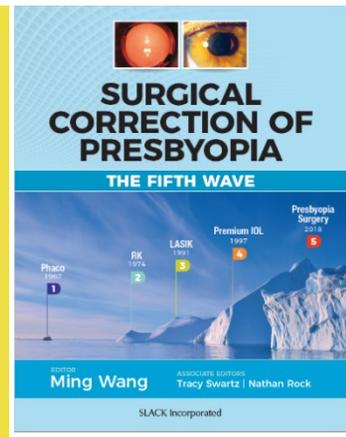
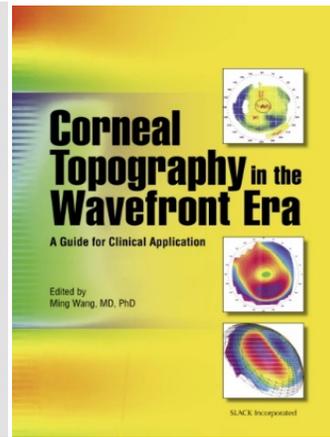
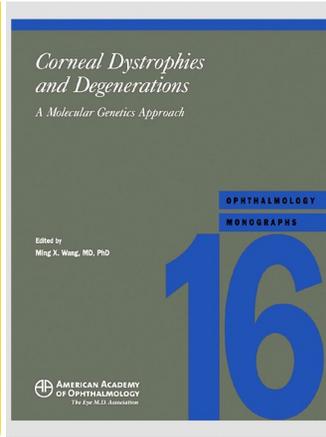
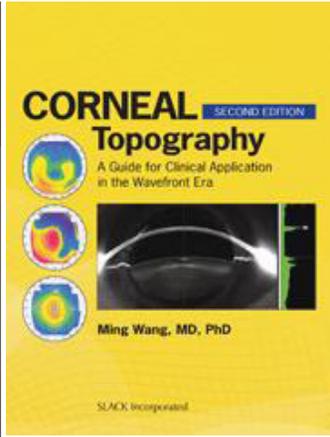
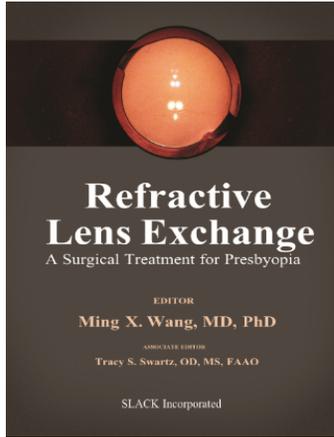
China's **FIRST** all-laser LASIK
中国第一例飞秒激光眼睛手术



为中国眼科事业的发展做贡献

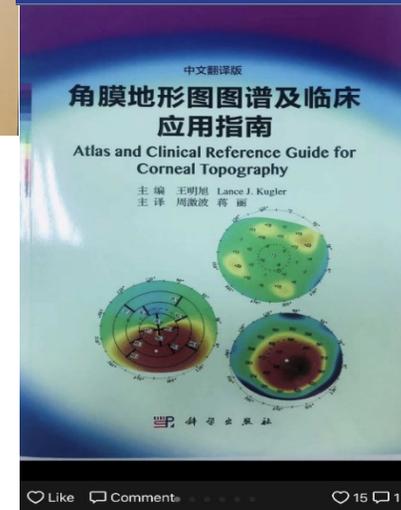
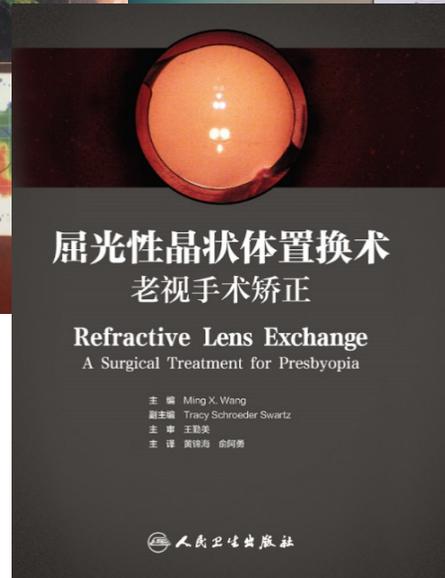
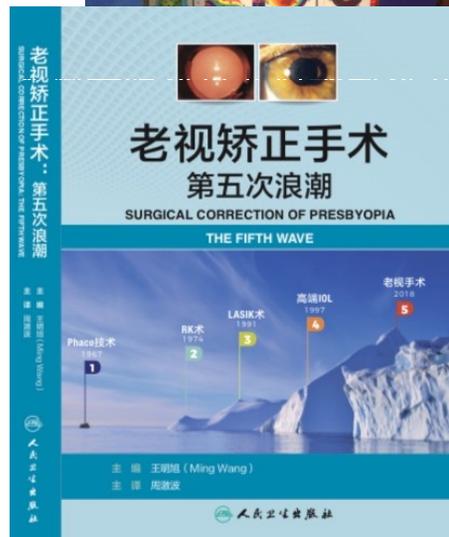
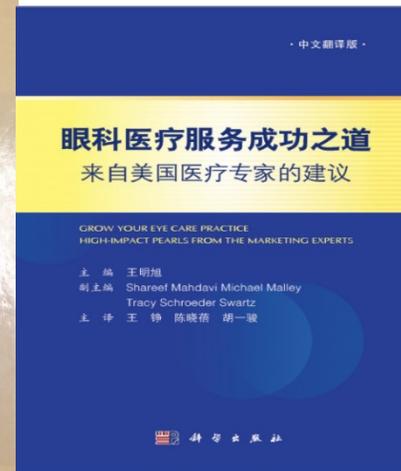
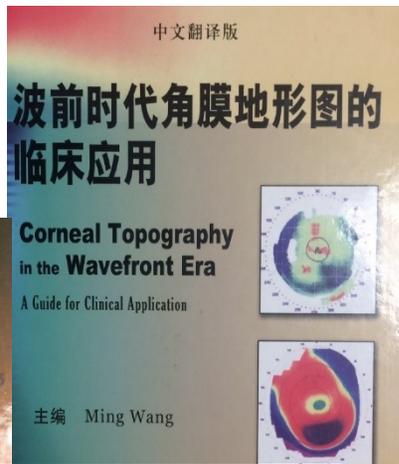
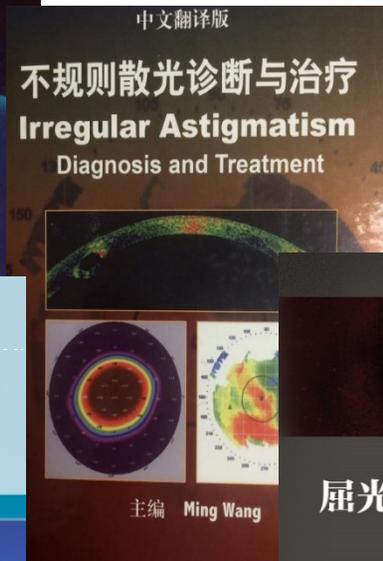
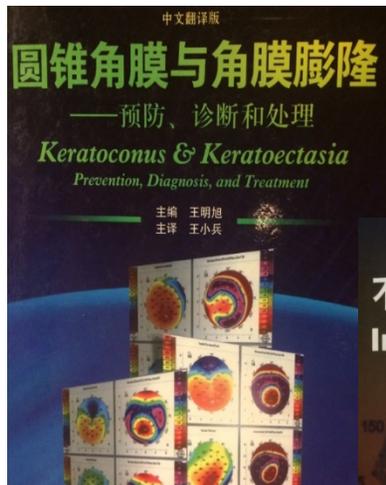
What is a **differentiation**?

Being a **specialist** is a differentiation.



10 ophthalmology textbook 十本激光眼科英文原著教科书



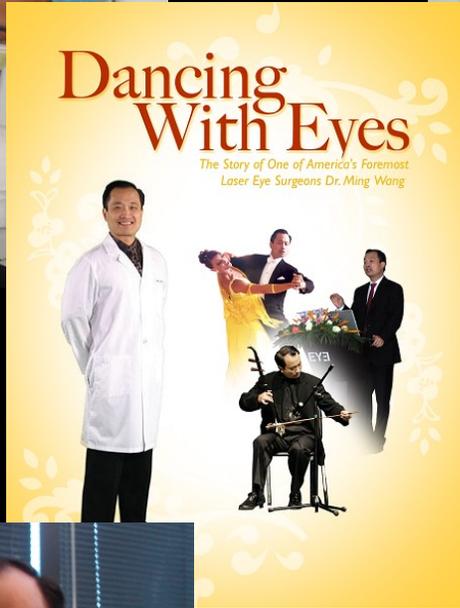
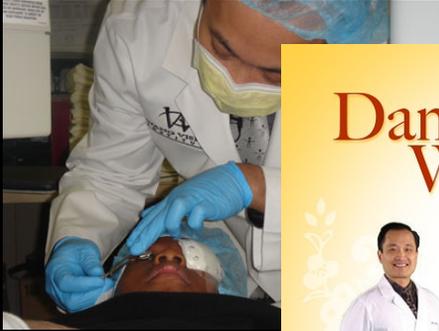


Seven has been translated into Chinese
十本激光眼科英文教科书（七本翻译成了中文）



What is a **differentiation**?

Preference (by some influential people)
is a differentiating idea



Differentiation requires commitment

New Coke

Forever Young Lens (for presbyopia)

LASER cataract surgery

Forever Young Lens (presbyopia) and LASER cataract surgery

Only 1% of U.S. eye surgeons perform FYL

Only 5% of U.S. cataract surgeons use LASER (we are **100%**, #1 in the U.S.)



Differentiation requires creativity

Not only end product quality/characteristics can be a differentiation, but also *how the product itself is made, ingredient, history, sale amount, duration, technology, classification, being a specialist*, and other non-end product characteristics can also be differentiation

Fluoride toothpaste

Differentiation requires focus

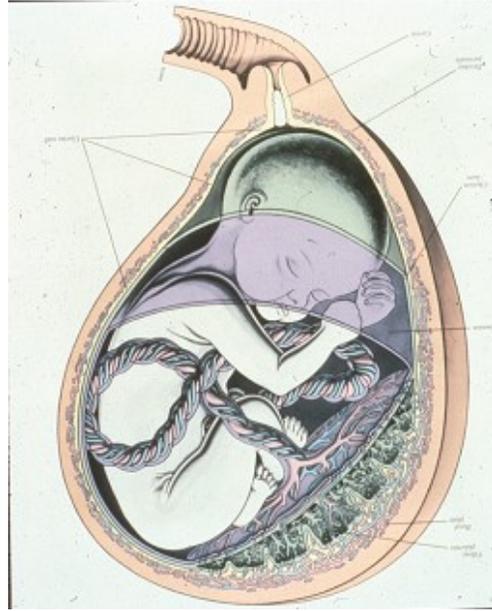
Steve Jobs

“I spent a lot of time to figure out why I should NOT do this, and that”

iPod, iPhone and iPad

Differentiation: A solution
to a problem that no one has solved
Corneal blindness due to trauma and infection
is a leading cause of blindness worldwide
角膜创伤，结疤，导致失明





A fetus does not scar 胚胎不结疤

我们生出来以后结疤，导致失明

How could we do research on fetal tissue without
hurting a life

有可能做胚胎科研而不影响到生命吗？

Do science and faith have common ground?

科学和信仰真有共同点吗？

A person is sitting on a wooden dock that extends into a calm lake. The person is seen from behind, looking towards a range of large, rugged mountains. The mountains are covered in green forests and have rocky peaks. The sky is clear and blue. The water in the lake is very still, reflecting the mountains and the sky. The overall scene is peaceful and contemplative.

科学和信仰，能找到共同点吗？
Do science and faith have common ground?



Building Bridges, Breaking Barriers

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[Common Ground-Seeking System](#) ▾

[Getting Started](#)

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COMMON GROUND NETWORK

Building Bridges, Breaking Barriers

[Introductory Video](#)

We teach individuals and organizations the Common Ground-Seeking System to enable them to be more successful in finding common ground and solutions in the midst of conflicts.



Common ground-seeking **STEPS**

See common ground

Trade places (speaking the language of the listener)

Empathy (SALT, understand and feel)

Perseverance

Seek common ground

The COMMON GROUND

Bible Study:

**BECOMING A PEACEMAKER
IN A POLARIZED WORLD**

DR. MING WANG
HARVARD & MIT MD; PHD

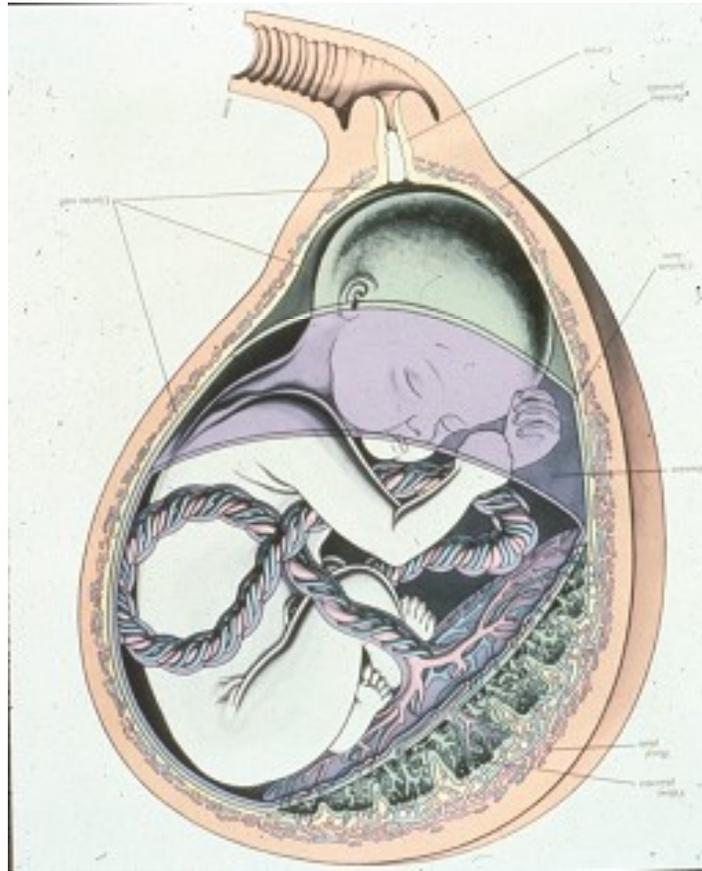
DR. RICE BROOKS
BEST-SELLING AUTHOR OF GOD'S NOT DEAD



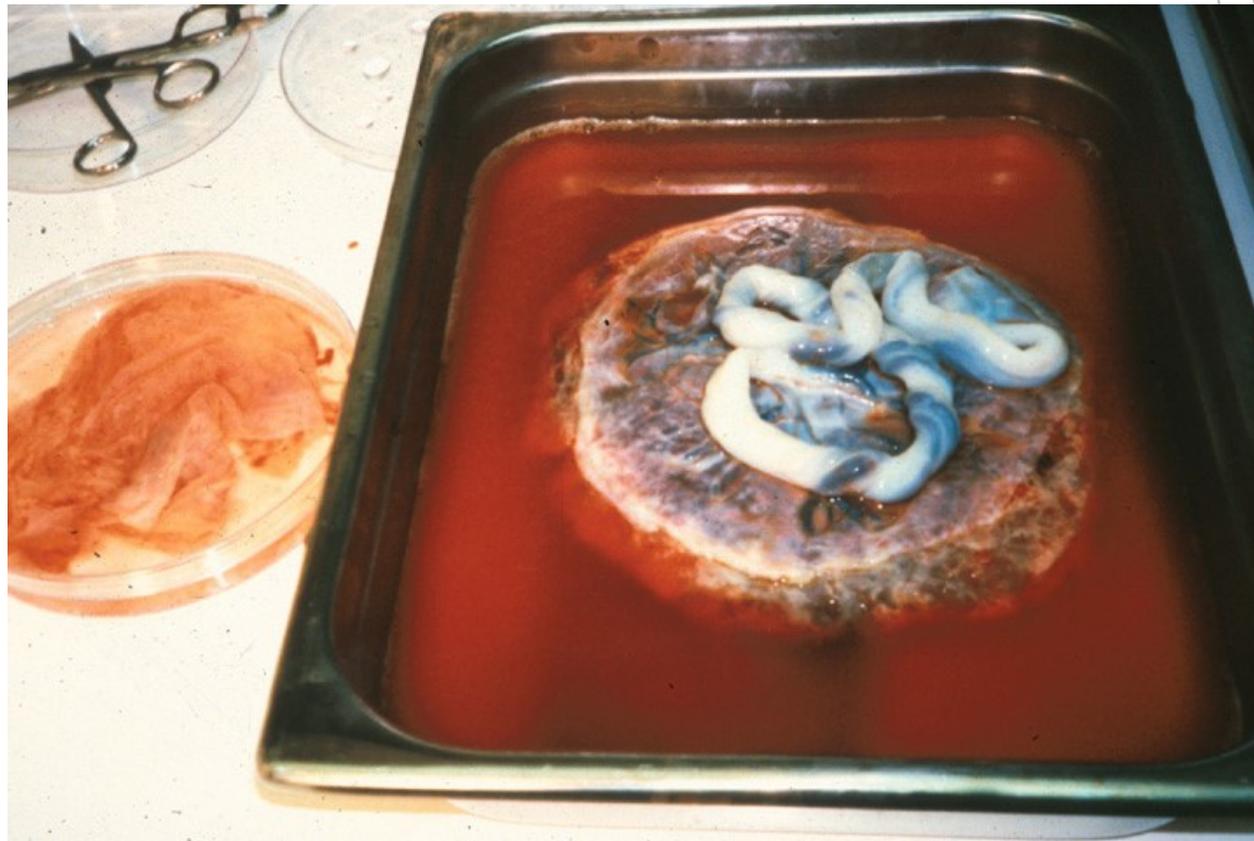
圣经阅读：
共同点的寻找

Wangfoundation.com

Started doing research placenta 羊膜角膜创伤结疤研究



Scarless corneal research using placenta 无疤羊膜研究



Placenta and amniotic membrane 无疤羊膜研究



Laser and amniotic membrane research

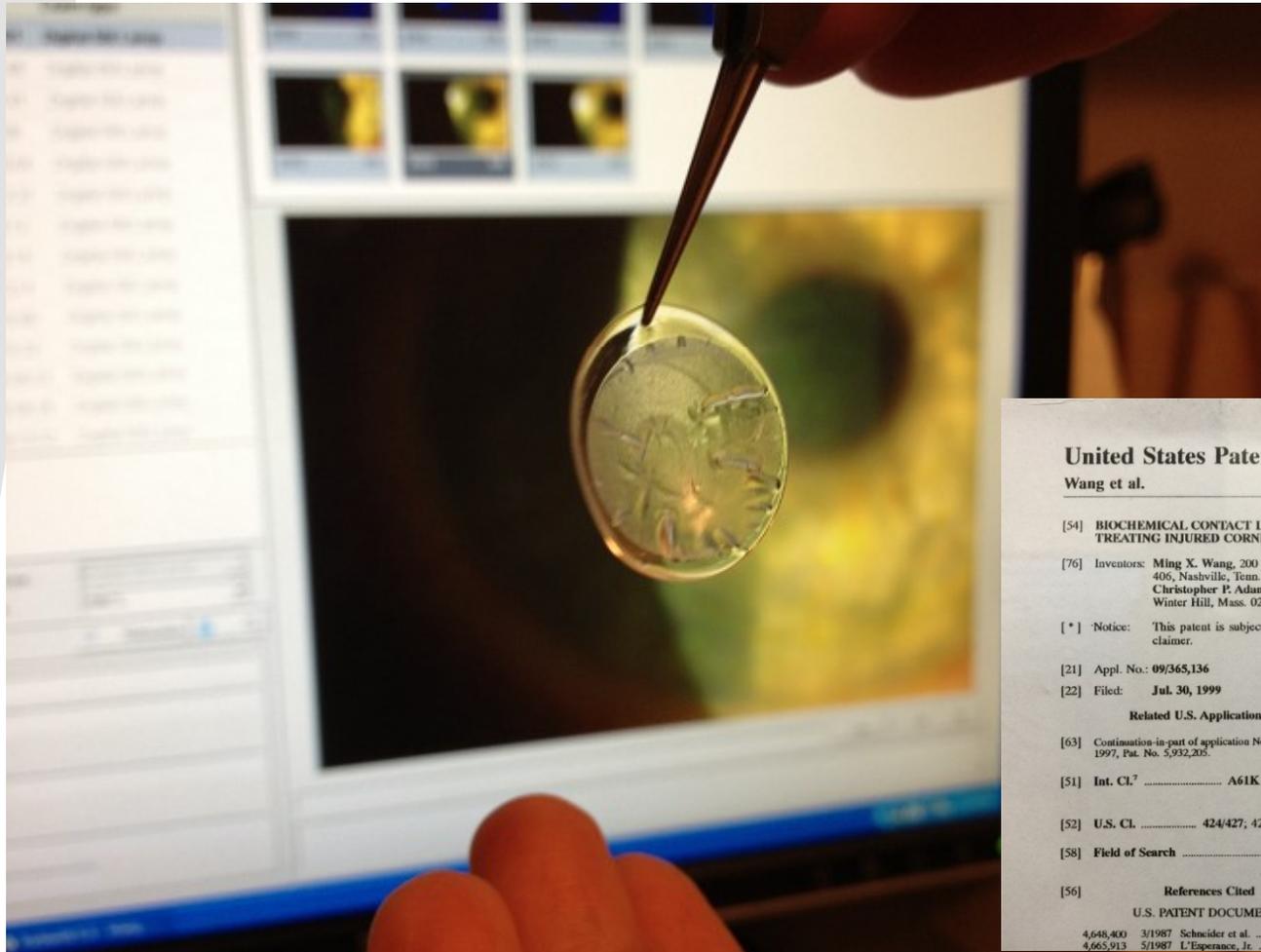
激光角膜创伤结疤羊膜研究



Invented the world's first amniotic membrane contact lens

发明了世界第一个羊膜隐形眼镜, 专利捐献给了世界, 免费教学

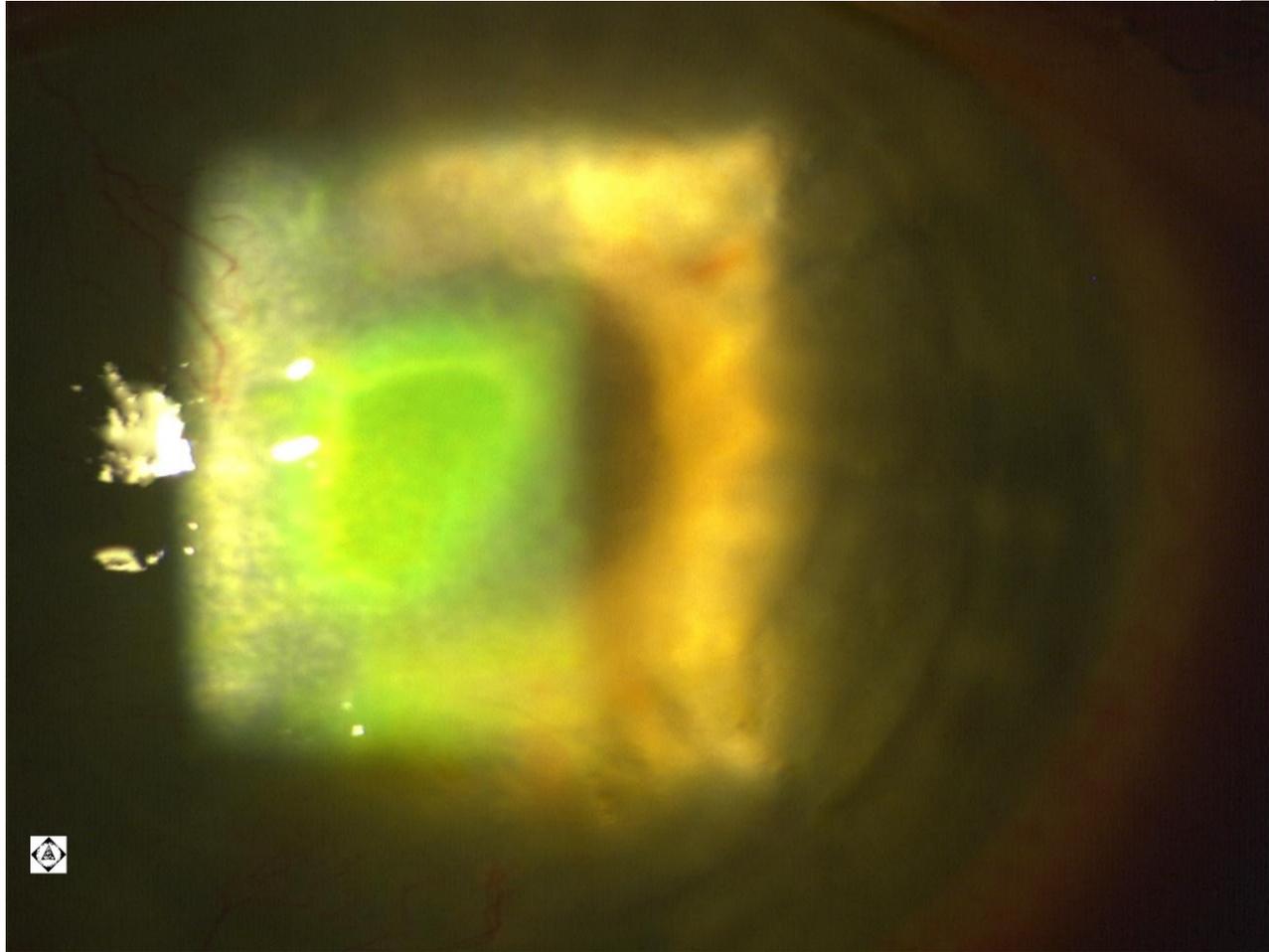
Donated the technology to the world, pro bono teaching



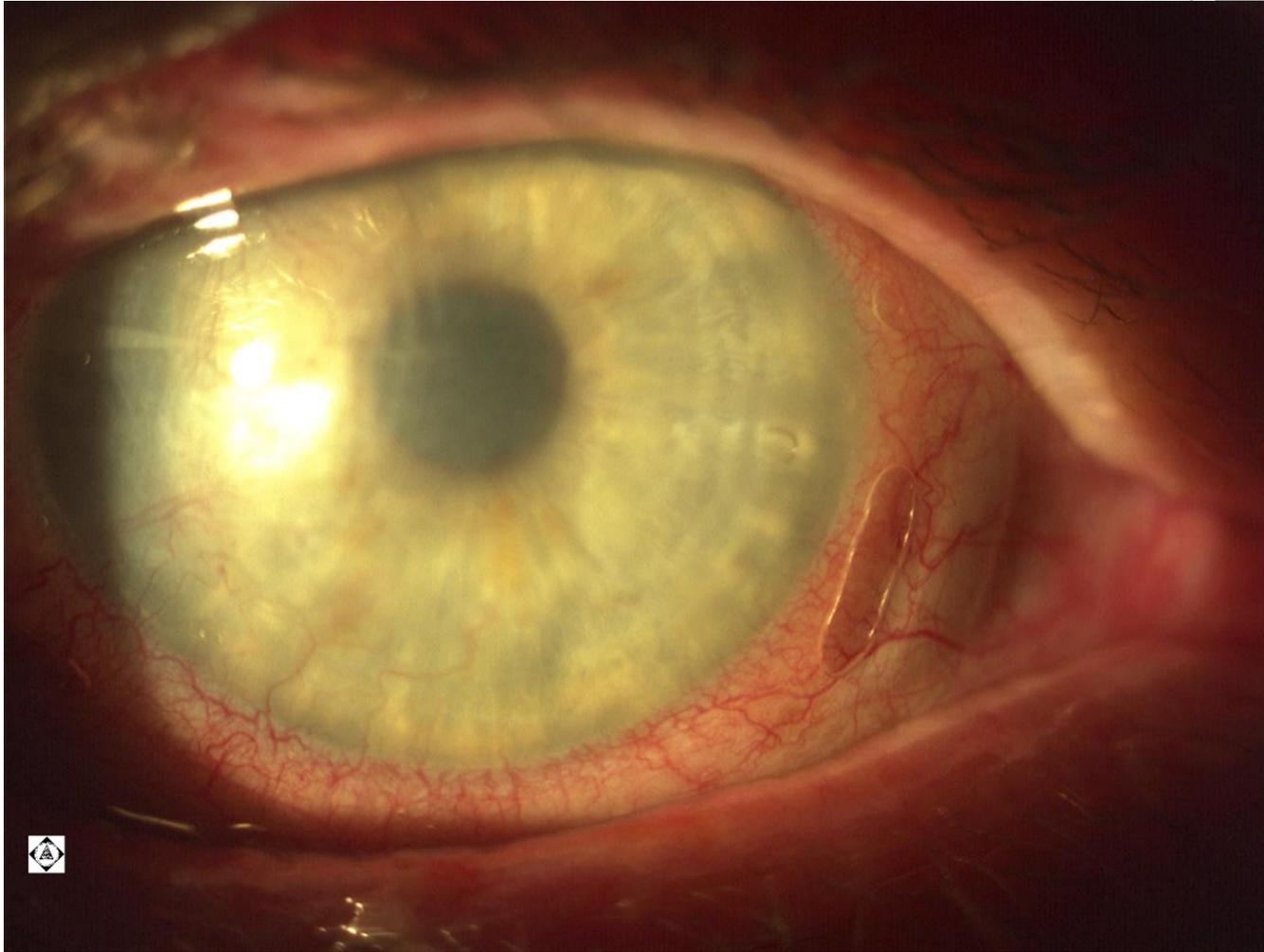
United States Patent [19]		[11] Patent Number:	6,143,315
Wang et al.		[45] Date of Patent:	*Nov. 7, 2000
[54]	BIOCHEMICAL CONTACT LENS FOR TREATING INJURED CORNEAL TISSUE		
[76]	Inventors: Ming X. Wang, 200 Grand Ave., Apt. 406, Nashville, Tenn. 37212; Christopher P. Adams, 255 Broadway, Winter Hill, Mass. 02145		
[*]	Notice: This patent is subject to a terminal disclaimer.		
[21]	Appl. No.: 09/365,136		
[22]	Filed: Jul. 30, 1999		
	Related U.S. Application Data		
[63]	Continuation-in-part of application No. 08/899,783, Jul. 24, 1997, Pat. No. 5,932,205.		
[51]	Int. Cl. ⁷	A61K 9/00; A61K 31/74; A61K 47/30	
[52]	U.S. Cl.	424/427; 424/78.04; 514/772.3	
[58]	Field of Search	424/429, 78.04; 514/772.3	
[56]	References Cited		
	U.S. PATENT DOCUMENTS		
	4,648,400	3/1987	Schneider et al. 128/303.1
	4,665,913	5/1987	L'Esperance, Jr. 128/303.1
			Bergman, R.H., et al., "The Role of Fibroblast Inhibitors on Corneal Healing Following Photorefractive Keratectomy With 193-Nanometer Excimer Laser in Rabbits", <i>Ophthalmol Surg</i> , 25(3):170-174 (Mar. 1994).
			Talamo, J.H., et al., "Modulation of Corneal Wound Healing After Excimer Laser Keratomileusis Using Topical Mitomycin C and Steroids", <i>Arch Ophthalmol</i> , 109(8):1141-1146 (Aug. 1991).
			Rieck, P., et al., "Basic fibroblast growth factor modulates corneal wound healing after excimer laser keratomileusis in rabbits", <i>German J Ophthalmol</i> , 3:105-111 (Mar. 1994).
			Morlet, N., et al., "Effect of Topical Interferon-Alpha 2b on Corneal Haze After Excimer Laser Photorefractive Keratectomy in Rabbits", <i>Refract. Corneal Surg</i> , 9(6):443-451 (Nov.-Dec. 1993).
			Filipec, M., et al., "Topical Cyclosporine A and Corneal Wound Healing", <i>Cornea</i> , 11(6):546-552 (Nov. 1992).
			Mastubara, M., et al., "The Effect of Active Vitamin D to the Wound Healing After Excimer laser Phototherapeutic Keratectomy (PTK)", <i>Inves. Ophth. Visci.</i> , (37):S198 (Apr. 1996).
			Nizama, T., et al., "Cooling the Cornea to Prevent Side Effects of Photorefractive Keratectomy", <i>Suppl. to J. Refract. & Corneal Surg.</i> , 10:S262-S266 (Mar.-Apr. 1994).
			Rawe, I.M., et al., "A Morphological Study of Rabbit Corneas After Laser Keratectomy", <i>Eye</i> , 6:637-642 (Dec., 1992).
			Wu, Wilson C.S., et al., "Corneal Wound Healing After 193-nm Excimer Laser Keratectomy", <i>Arch Ophthalmol</i> , 109:1426-1432 (Oct. 1991).
			Streuli, C.H., et al., "Extracellular Matrix Regulates Expression of the TGF- β 1 Gene", <i>J. Cell Biology</i> , 120:253-260 (Jan. 1993).

Corneal injury, long-term blindness

角膜创伤, 干眼, 结疤, 失明



AMCL reduces corneal scar, restored sight
羊膜隐形眼镜抑制了结疤，视力复明





The world's first amniotic membrane contact lens

世界第一个羊膜隐形眼镜



Science and faith DO have common ground

科学和信仰是有共同点的

Differentiate or Die

Market research

Differentiation

Credential

Communication

Cultural Revolution 文革 (1966-1976)



After junior high, to avoid being sent away to labor camp, picked up erhu and dancing, to try to get into the government's song-and-dance troop

拉二胡学跳舞，想进文宣队，以逃避上山下乡



1976 Cultural Revolution ended, college entrance exam resumed 文革结束，高考恢复

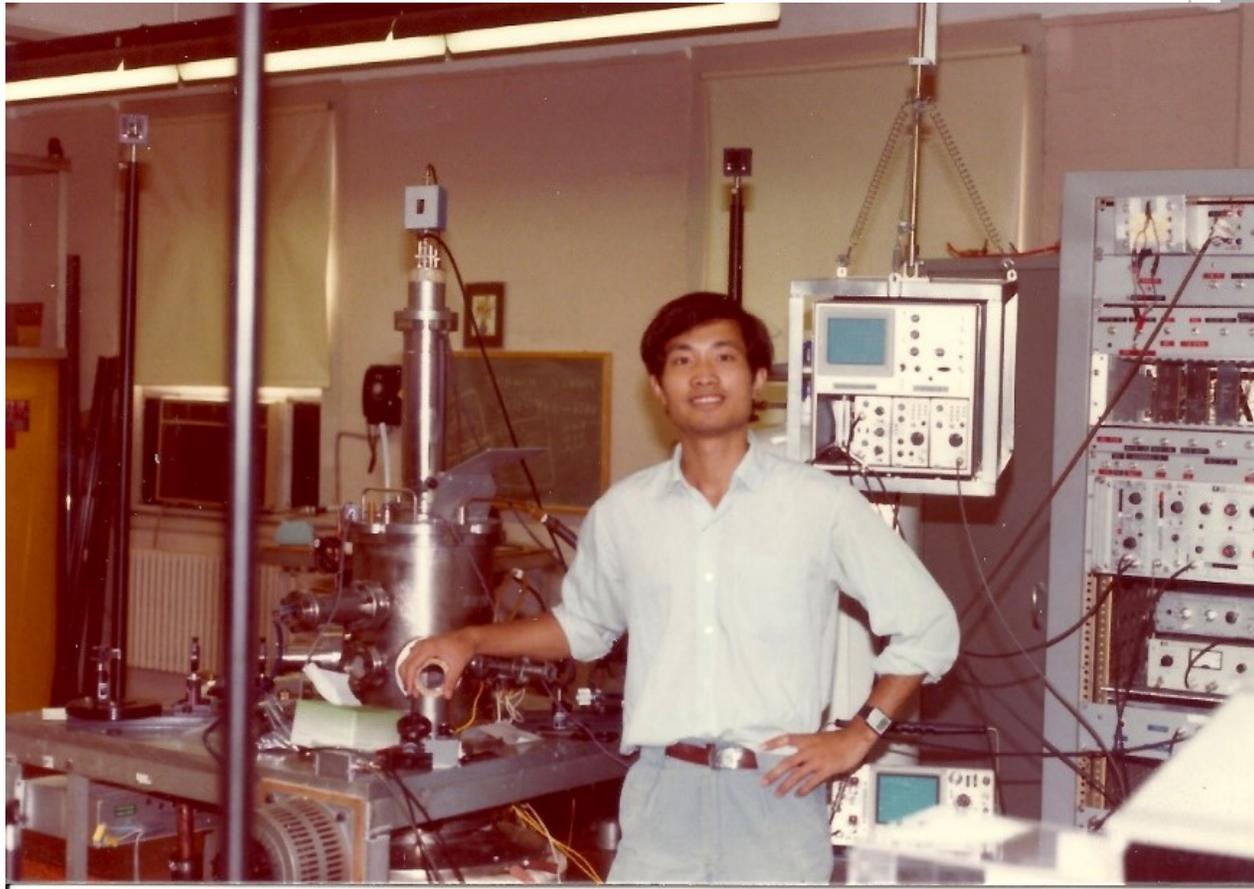


University of Science and Technology of China

文革后第一次高考, 77级, 中国科技大学



**Came to U.S. in 1982, PhD in laser physics at UMD,
wanted to go to medical school, was racially
discriminated 在美读博士，受到种族歧视**



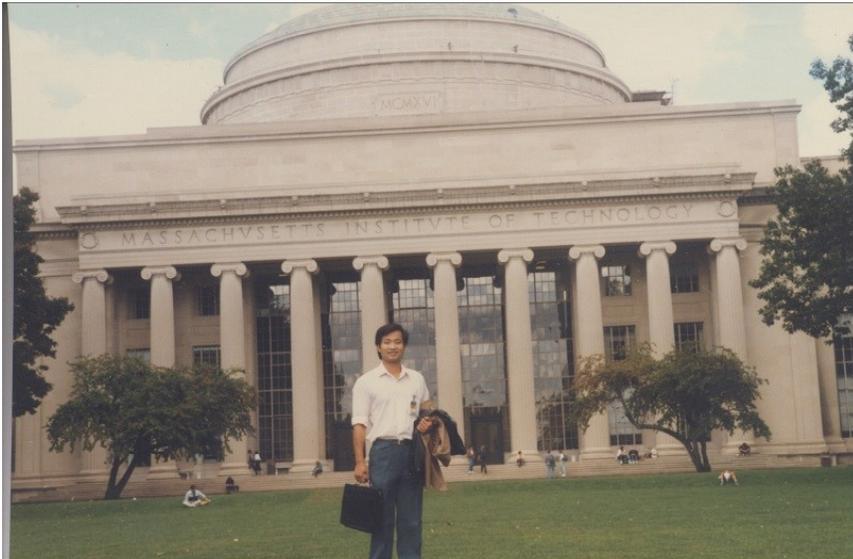
Harvard/MIT joint MD (magna cum laude)

First place in graduation thesis

毕业（特技优等生，毕业论文第一名）



**Two doctorate degrees, one in laser physics, one in medicine
Harvard & MIT (MD, *magna cum laude*); PhD (laser physics)**



美国哈佛医学院和麻省理工学院
医学博士MD, *magna cum laude*)

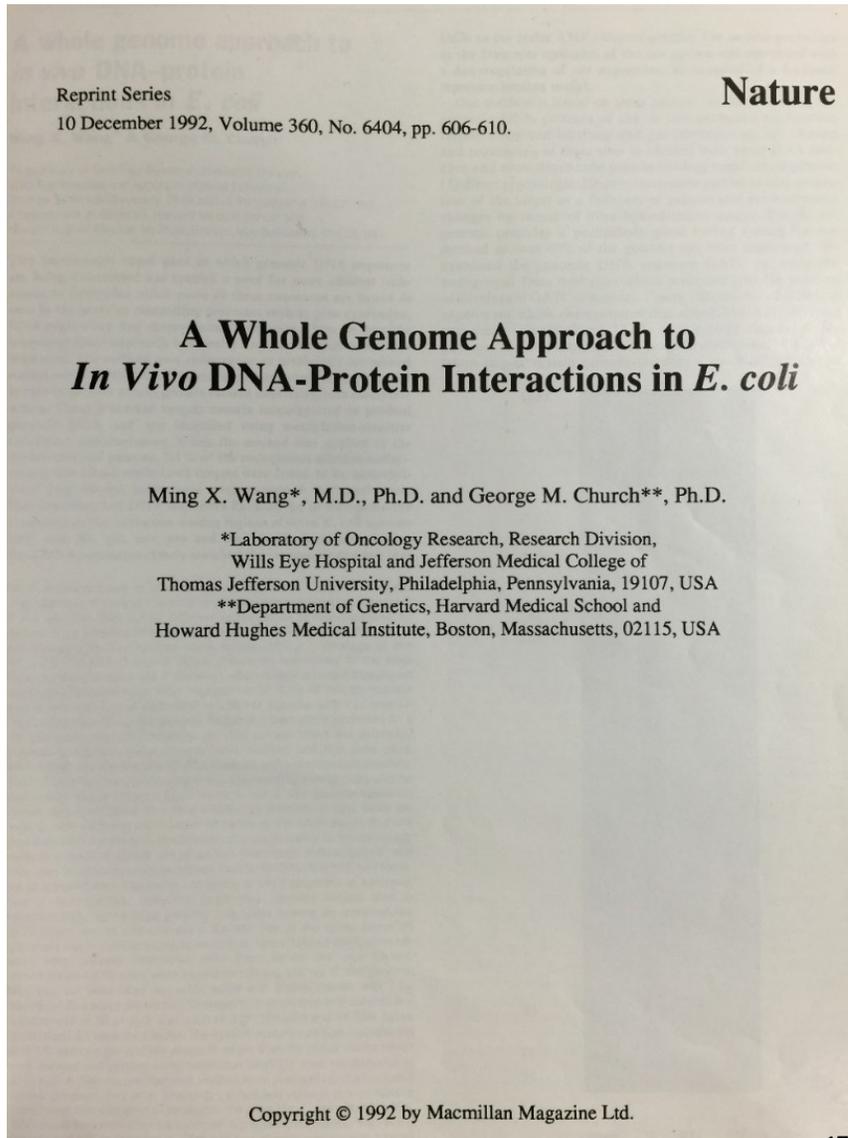


美国爱尔Wang Vision Institute团队

EYE 爱尔眼科
AIER EYE HOSPITAL

**WANG VISION
INSTITUTE**





**Published over 100 scientific
papers (including one in the
world-renowned journal**

“Nature”

**发表了一百多篇论文
(包括“自然”杂志)**

Formal Panel Consultant, US FDA Ophthalmic Device Panel 美国FDA前任委员 (历史上首位华人委员)



International surgeon training 国际眼科医生培训中心



科研，FDA临床实验，教学，训练和合并症转诊会诊中心

人类的五个屈光眼科问题

Five human eye prescription conditions

近视 **myopia**

远视 **hyperopia**

散光 **astigmatism**

老花 **presbyopia**

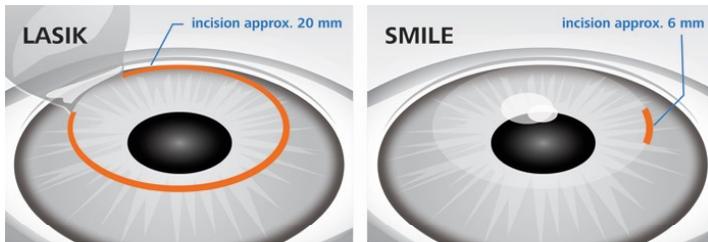
白内障 **cataract**

美国爱尔Wang Vision Institute



全飞激光手术

SMILE (small-incision LASIK)
& soft-touch LASIK 18+



Vision zoom, every Tues 6:45pm CT
RSVP www.drmingwang.com

老花手术

Forever Young
Lens Surgery 45+



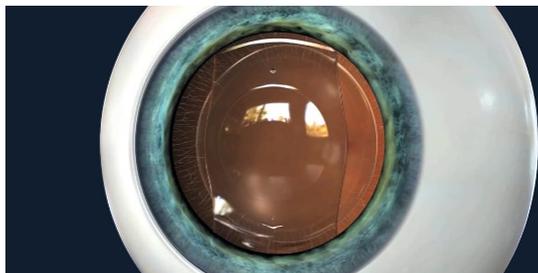
激光白内障手术

Laser Cataract
Surgery 60+



植入无形眼镜

Implantable Contact Lens 21+



drwang@wangvisioninstitute.com www.drmingwang.com wechat (ballroom123)



Wang Foundation for Sight Restoration

40 states in US and 55 countries.
All physicians donate their services.



视力复明基金会的共同点 – 盲孤儿

Medical Charity – EyeBall

医学慈善事业 – 眼睛舞会



Chinese violin erhu 宣传中国民乐

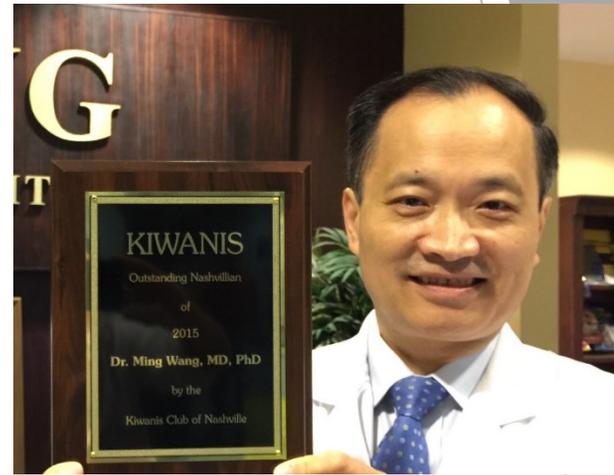


美国爱尔Wang Vision Institute **EYE** 爱尔眼科

爱尔眼科
AIER EYE HOSPITAL

WANG VISION
INSTITUTE

Nashvillian of the Year 纳什维尔城年度人奖 (历史上第一位华人)



Differentiate or Die

Market research

Differentiation

Credential

Communication

Communication

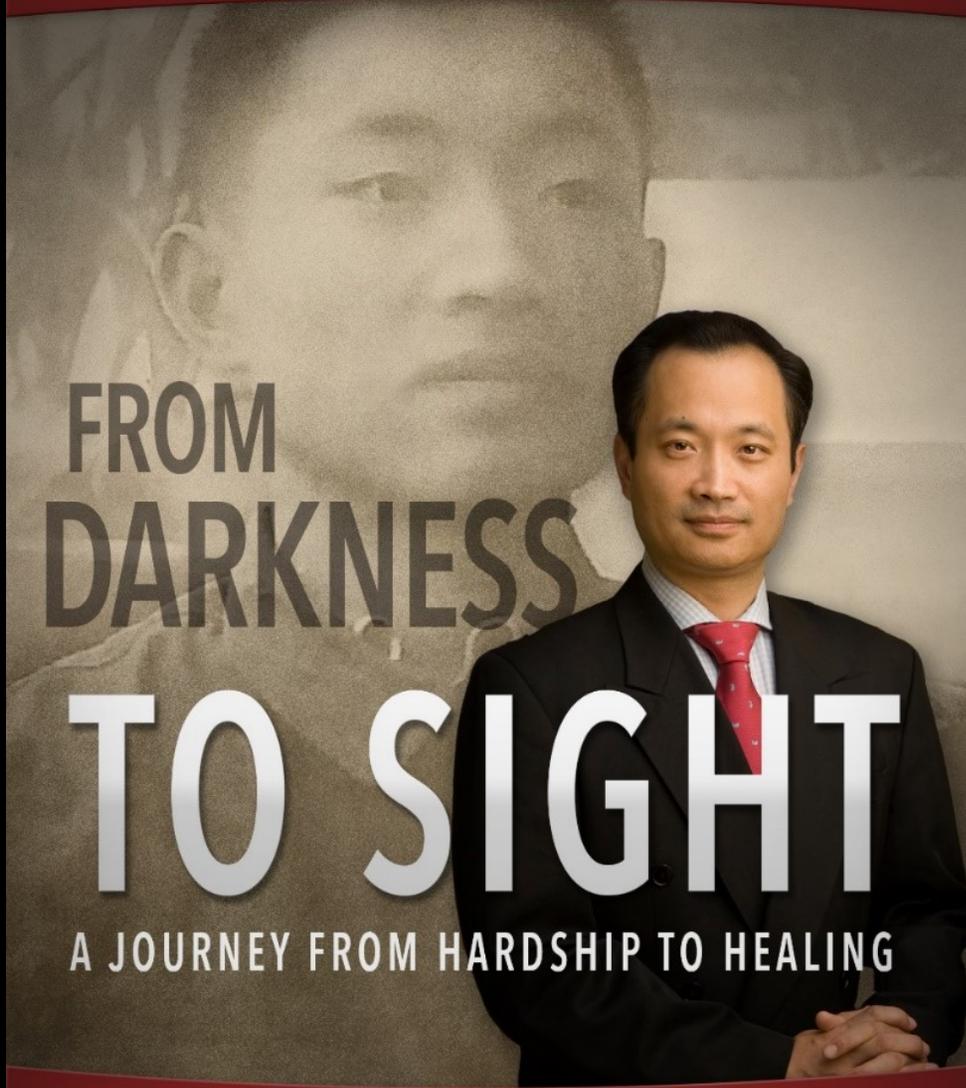
CRM (custom relationship management) system

Communication

Don't sell, **educate**

Tell a **story**

FOREWORD BY SENATOR WILLIAM FRIST, MD

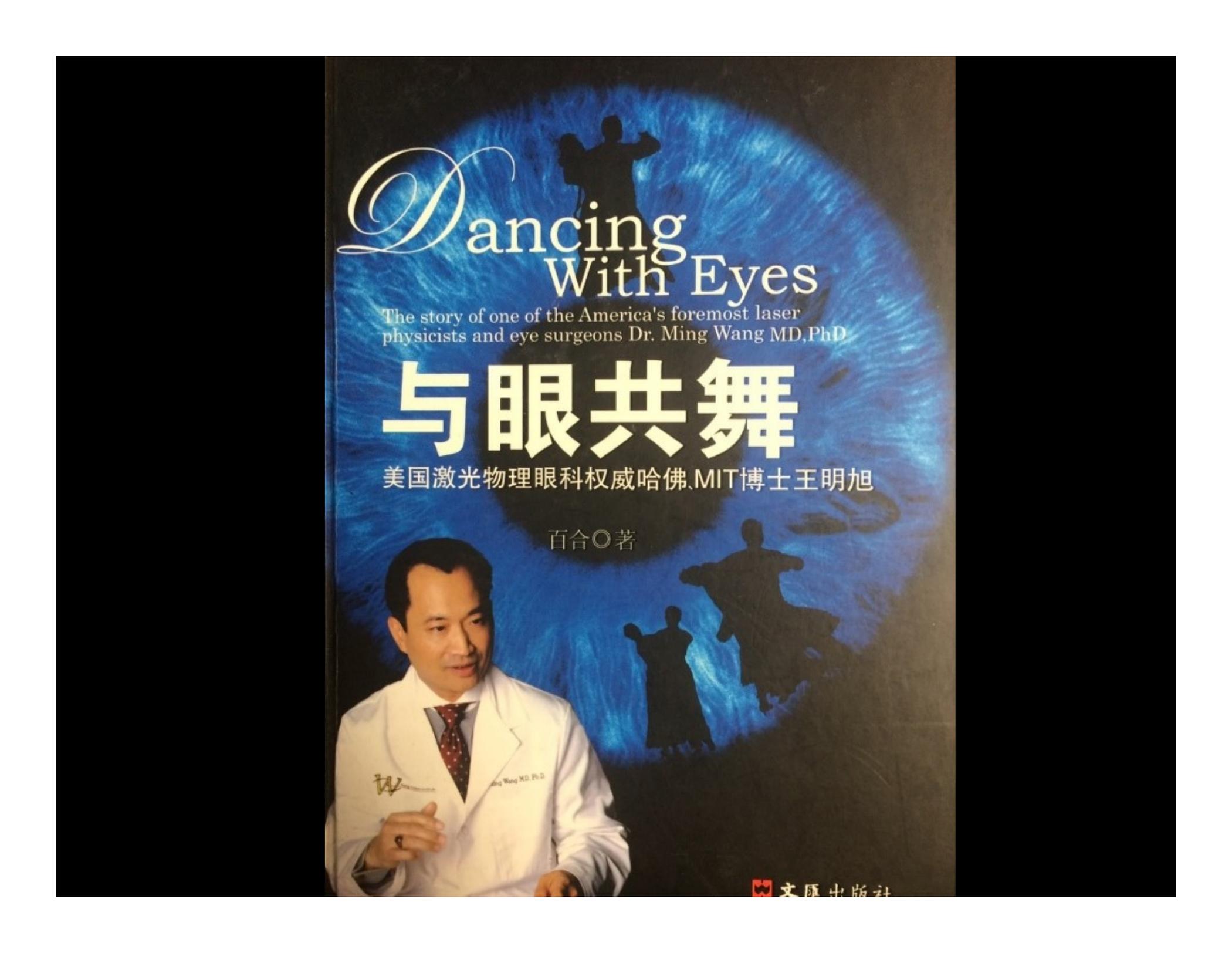


FROM
DARKNESS
TO SIGHT

A JOURNEY FROM HARDSHIP TO HEALING

MING WANG Harvard/MIT (MD)
PhD (laser physics)

Wangfoundation.com



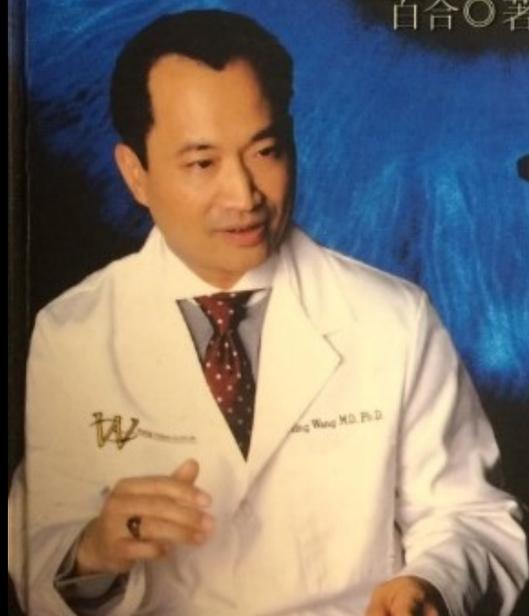
Dancing With Eyes

The story of one of the America's foremost laser
physicists and eye surgeons Dr. Ming Wang MD,PhD

与眼共舞

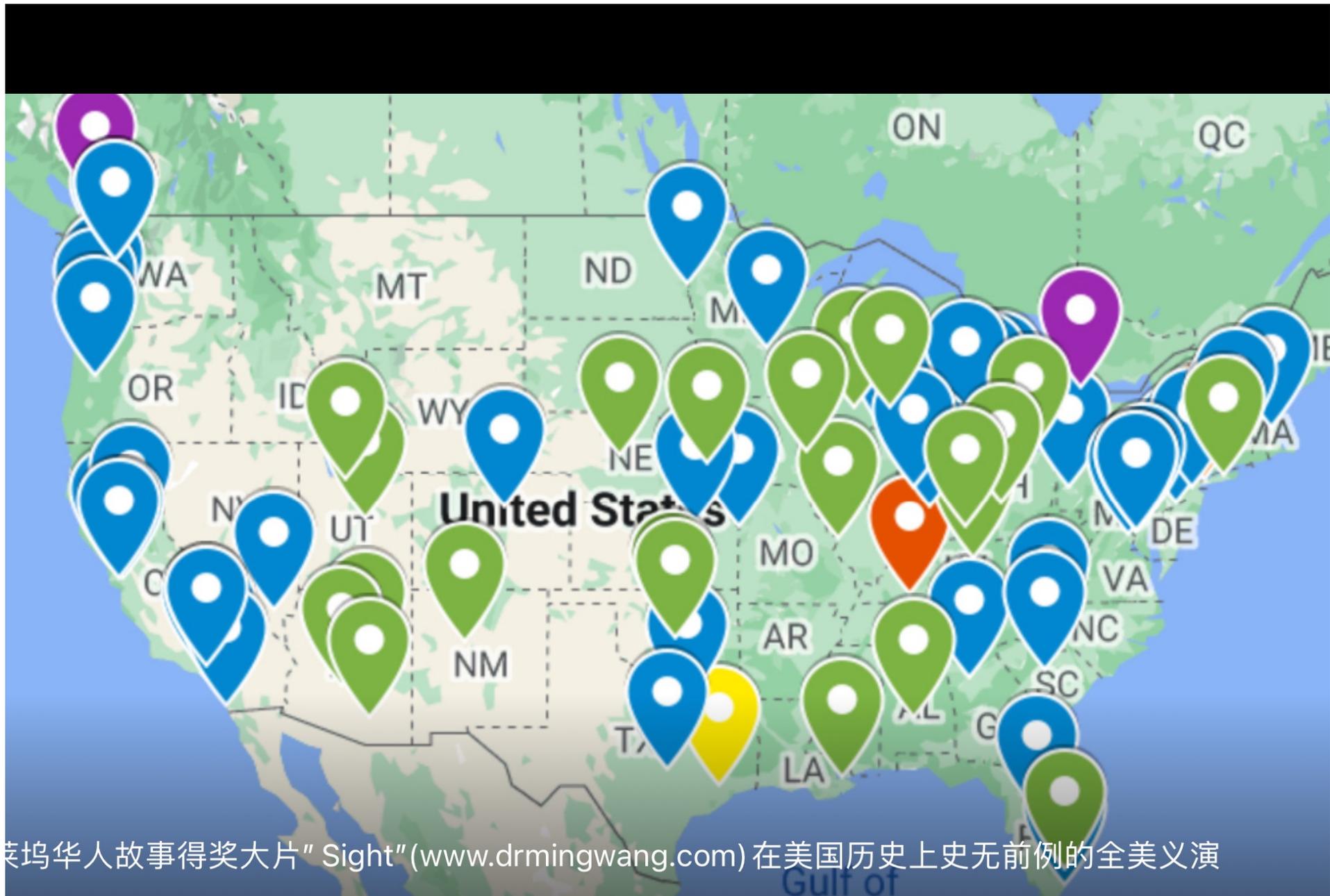
美国激光物理眼科权威哈佛、MIT博士王明旭

百合◎著



文匯出版社

**“Sight” – Best Picture winner at ICVM International Christian Film Award
Based on Dr. Ming Wang, MD, PhD’s autobiography “From Darkness to Sight”
Watch “Sight” at angel.com/sight**



莱坞华人故事得奖大片" Sight"(www.drmingwang.com)在美国历史上史无前例的全美义演

Sight national “Tell our story and Jesus story” Tour

Dr. Ming Wang, drwang@wangvisioninstitute.com, www.drmingwang.com

365 days, 40 states, 500 free shows, 50,000 audience

Alabama

Arizona

California

Colorado

Connecticut

DC

Florida

Georgia

Illinois

Indiana

Iowa

Kansas

Kentucky

Louisiana

Louisiana

Maryland

Massachusetts

Michigan

Minnesota

Missouri

Nebraska

Nevada

New Jersey

New Mexico

North Carolina

North Dakota

New York

Tennessee

Pennsylvania

Ohio

Oklahoma

Oregon

South Carolina

Texas

Utah

Virginia

Washington

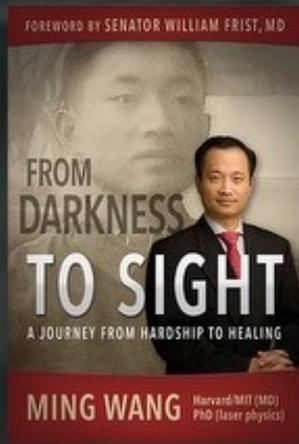
Wisconsin

Toronto

Vancouver

SIGHT

IN THEATERS MAY 24 – MEMORIAL DAY WEEKEND
ASIAN HERITAGE MONTH



BASED ON THE INSPIRING
BOOK BY DR. MING WANG

ANGEL
STUDIOS

Watch "Sight" on angel.com/sight



“Sight” helps our young generation to truly appreciate America and the blessing that we all have received from God to be able to live in a free nation!

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“事半功倍”
SIGHT
经验谈每月线上共座

从其于王医生生平故事改编的美国电影“Sight”说开去

Presenter
王明旭 MD; PhD Harvard
MIT Graduate
CEO, Aier-USA;

Moderator
陈敬博士: MD; PhD
Dr. Min Chen

Shi Ban Gong Bei monthly zoom

Ming Wang

Harvard & MIT (MD); PhD (laser physics)

3rd Wed of every month

2/19 Wed 7:30pm CT

563 211 2348 (0524 2024)

RSVP: Dr. Min Chen, MD, PhD
no1doctorminchen@gmail.com

To receive your FREE SBGB book
Email Dr. Wang at
drwang@wangvisioninstitute.com
your name/email/MAILING address

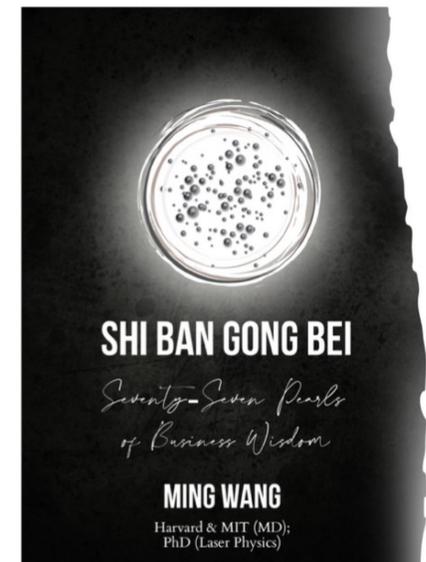


"Living in tune with the truth of who people are and how the world works can save you untold trouble. Living out of tune with those truths can feel as frustrating as trying to cut a steak with a spoon." (Introduction, Shi Ban Gong Bei)

Unlock the secrets to unparalleled productivity with *Shi Ban Gong Bei*, based on the ancient Chinese philosophy of "accomplishing twice the work in half the time." In this transformative book, Dr. Ming Wang-acclaimed eye surgeon and philanthropist-shares seventy-seven invaluable pearls of business wisdom that will revolutionize the way you approach work and life.

Whether you're an entrepreneur, executive, or aspiring leader, *Shi Ban Gong Bei* offers invaluable guidance for navigating the complexities of the modern business landscape. From mastering the art of delegation to harnessing the power of innovation, Dr. Wang's timeless wisdom will empower you to elevate your performance and reach new heights of success.

Discover the timeless wisdom of *Shi Ban Gong Bei* and unleash your full potential with Dr. Ming Wang as your guide.

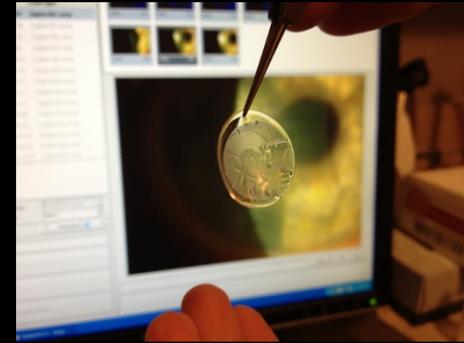


Differentiate or Die

Market research



Differentiation



Credential



Communication



AAEA Branding and Marketing Forum

Differentiate or Die

(From New York Times best seller by Jack Trout)

Ming Wang

**Harvard & MIT 哈佛麻省理工学院 (MD); PhD (激光物理, laser physics. UMD)
美国爱尔Aier-USACEO; Director of Wang Vision Institute, Nashville, TN, USA
drwang@wangvisioninstitute.com; www.drmingwang.com, [ballroom123](#)**

“Sight” (angel.com/sight) tells the story of a Chinese American immigrant Dr. Ming Wang, Harvard & MIT (MD); UMD (PhD, laser physics), and his sight foundation’s work in helping blind orphan children from around the world and in developing amniotic membrane contact lens which has helped millions.

A FREE link watch “Sight”:

<https://www.drmingwang.com/about/movie-sight.html>

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Asian American Entrepreneur Association

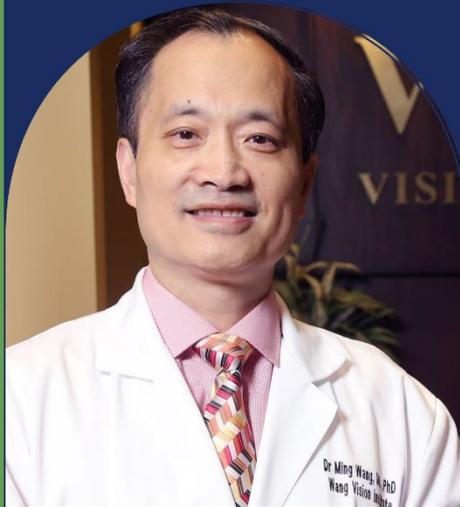
2025-NY

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DIFFERENTIATE OR DIE

- How to communicate your differentiation
- How to identify market need
- How to define your differentiation
- How to back it up with credential



SPEAKER:
Dr. Ming Wang

Harvard & MIT (MD)
CEO at Aier-USA
Director of Wang Vision Institute
Film "Sight" (angel.com/sight)

HOST:
Jianping Schoolman

CONTACT

ec@aaea.associates

VISIT US

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DATE

02/05/2025 8pm ET

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