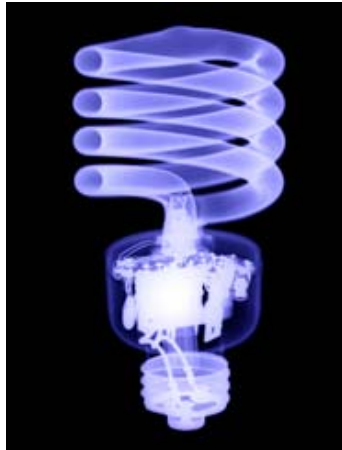


ATTENTION: FACULTY, STAFF, RESEARCHERS...

THE CENTER FOR ENTREPRENEURSHIP AND INNOVATION PRESENTS:

“TECHNOLOGY COACH” WORKSHOP



Business Building and Technology Commercialization

Showstoppers that face technologies trying to be commercialized—and the tools to understand and conquer them

Facilitator:

Mark W. Wilson

Co-Founder, Networks, LLC

Founder, Initiatives consulting, LLC

Lecturer, Entrepreneurship, Simon School of Business, University of Rochester

This hands-on workshop, co-sponsored by the Center for Innovation & Entrepreneurship and The University Incubator, will provide the following valuable lessons:

- ◆ Learn to screen ideas down to *commercializable* ideas
- ◆ Receive an overview of common commercialization *pathways for high-tech ideas* (licensing, partnership, development company, start-up...)
- ◆ Increase your impetus to *commercialize research-based technologies*
- ◆ Gain *new material and insights* for classroom use

REGISTER: (Fax to 987-6543, or email information to someone@somewhere.edu/123-4567)

NAME _____
 Title _____
 College _____
 Phone _____
 Email _____

SAMPLE

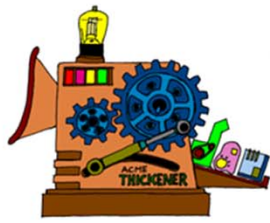
DATE: Someday, SomeMonth, 2011

LOCATION: College of Business
Room ABC-1234

TIME: 9:00am — 4:00pm

AGENDA:

Intro/Process Road Map	9-9:30 am
Top Tech Commercialization Challenges	9:30-10 am
Tools to Screen & Shape Ideas	10-11:00 am
Pathways to Commercialization	11-Noon
Working Lunch	
Case Assignment (Teams)	Noon-3pm
Presenting and discussing (Teams)	3-4pm



Technology Coach

Can you pick the right technologies to commercialize and their best pathways forward?

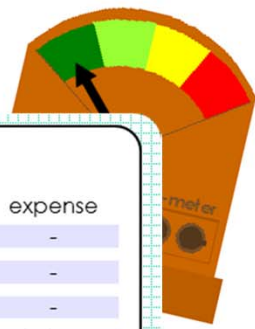
© 2004-2011 Neworks, LLC
www.neworks.biz

technology C

technology D

technology H

year	revenue	expense
-5	-	-
-4	-	-
-3	-	-
-2	-	1.0 M
-1	-	5.0 M
1	1.2 M	0.1 M
2	4.7 M	0.5 M
3	8	0.8 M
4	1	
5		



technical risk



remaining costs

\$30

US!

Our Partners

Our Distributors

End users

Post-launch Profit map

technology D

technology A

"The inventor left the university and wants nothing to do with commercialization. I think he's golfing in Arizona."



Team com

weak I.P. protection

Background:

You are world renown *opportunity analysis*ologists—experts at identifying which new technologies will "make it big!" Tech-U is a growing university in dire need of your help. They have expanded their research program and are advocating innovation. Tech U's young and wealthy alum, Jack Frank has contributed over \$50 million dollars to date. He now wants to invest \$5 million to set up a commercialization fund—but only on the condition that the money be treated as "For-Profit".

Over the next 7 years, it must make a return (or at worst, break even). To make this happen, he's hired your team to advise him on how his \$5M should be spent.



Your assignment:

Study Tech-U's commercialization initiatives and make your recommendations to Jack Frank.

Joker

Tech-Coach Sim™ Cards