

Commercializing your Research—Sample Agenda

You want your research to make an impact on the world, but you don't know where to begin. This 4-part class will guide you through the process and demystify it, giving you confidence to explore the next step.

1. General Overview – intro to the process
 - a. Why commercialize your research
 - b. Some examples
 - c. Resources

This session will introduce the process of commercializing research. We will provide an overview, some examples and resources for further study.

2. Stage of research/market opportunity exploration
 - a. Hypotheses
 - b. Validation

This session will teach you how to think about your research in practical terms, create some hypotheses to test your ideas, and provide tools to help you validate those ideas.

3. Business Models and alternatives
 - a. Startup
 - b. Licensing

This session introduces various business models used in commercialization, including startups, licensing and strategic partnerships.

4. Legal Structures & IP Protection
 - a. Argonne-specific
 - b. General

This session is a primer on intellectual property and how to protect your ideas, creating value through ownership of a patent, trademark, and trade secrets.

Teacher:

Nik Rokop, Industry Assistant Professor of Entrepreneurship at IIT, along with several guest speakers, will teach these classes. Be prepared for interactive, hands-on work.

Dates:

Location:

Cost:

To RSVP:

July 22, 2014