

Technology Commercialization

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Problem

What?
Engineers/Scientists solve
problems through their inventions.



Why?
Similar problems/opportunities
may exist in other companies.



How?
Match value-add of invention to
potential opportunity in industry.

My Contribution



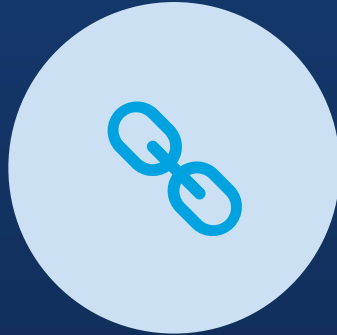
So far, I have

- Familiarized myself with the new technology and its application, which includes study of major players in healthcare and industrial engineering
- Primary and Secondary research
 - ✓ Generated reports to identify interested partners
 - ✓ Interviewed inventor to understand development story
 - ✓ Interviewed industry experts to identify value-add of product

What Tools Did I Need to Learn?



Interviewing Techniques



LinkedIn/Rocket Reach
(Secondary Research)



Mindmap

Goal

Identify opportunities within relevant supply chain

- Manufacturers
- Suppliers
- Users

Generate report for client

- Show opportunity
- Financial “*What-If*” Analysis
- Final assessment recommendation

Key Takeaways

- ❖ Data needs to be translated into a visual format
 - Convert ideas and facts into inputs and outputs
 - Organize research to identify trends and themes
 - Give the client an interactive dashboard with easy access to all the relevant information
- ❖ Process hurdles
 - In theory
 - Inventors have ideas!
 - Companies want ideas!
 - But, in practice
 - Inventors are protective.
 - Companies are secretive.

Acknowledgments

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Thank you

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