



Bioinnovation and Commercialization Pop-Up Course

What is the business case for your science?

Designed for busy biomedical scientists and engineers, the CCTS Bioinnovation and Commercialization Pop-Up Course will help you consider the business side of your scientific discoveries. In this free 2.5-hour course, you will learn about value propositions, market potential, and the regulatory risks that need to be considered to move your science to the communities where your innovative knowledge can do the greatest good. Based on the Lean Startup Methodology championed by the National Science Foundation's i-Corp™ program, participants will learn how to use a Business Model Canvas in combination with Customer Discovery to gather valuable insights on life science technologies. Lunch is included.

When: October 6, 2016, 12 noon-3:00 pm

Where: Hubbard Center for Advanced Science, Innovation, and Commerce (CASIC) Building, 559 Devall Drive, Auburn Research Park, Room 109

Who Should Attend: Faculty with an early-stage biomedical innovation or idea; postdocs and students working on a biomedical innovation

What You Will Learn:

- Learn how to develop a successful business case for securing funding and attract collaborators
- Determine the commercial viability of your innovation
- Expand your network of innovation partners, mentors, and potential collaborators
- Develop greater self-confidence and a new way of thinking about how to value the impact of your research

Your Expert Teaching Team:

The Bioinnovation and Commercialization Pop-up Course features experts from across the CCTS university partner network.

RSVP: <http://bioinnovation.eventbrite.com>

Questions: Contact Dr. Molly Wasko at mwasko@uab.edu or 205-934-8806.

CCTS Partner Network Experts



LaKami Baker, PhD, managing director, Lowder Center for Family Business & Entrepreneurship, and associate professor, Dept. of Management, Auburn University



Michael Chambers, JD, PhD, assistant vice president, Research Innovation, University of South Alabama



Rachel Frazier, PhD, assistant director, Alabama Innovation and Mentoring of Entrepreneurs, University of Alabama



Keith McGregor, PhD, director, VentureLab, and lead instructor, NSF Innovation Corps (I-Corps), Georgia Tech



Molly Wasko, PhD, professor & chair Dept. of Management, Information Systems, & Quantitative Methods Collat School of Business, UAB



Brian Wright, PhD, RTTP, associate director, Commercialization, Office of Vice President for Research & Economic Development, Auburn University