

Commercialization Boot Camp Schedule

Day 1:

Morning seminars (1.5 to 2 hours)

- Strategies for estimating market potential
- Intellectual property considerations in product development
- Licensing agreements

Trainees will spend the rest of the day using the tools described in the morning lectures to evaluate the market potential and investigate issues related to intellectual property for their product. Information will allow the trainees to begin a New Product Proposal (NPP).

Day 2:

Morning seminars (1.5 to 2 hours)

- R&D considerations for product development
- Competitor evaluations
- Scale up and manufacture

Trainees will use the information learned in the morning seminars to map out how the product will be developed, validated, compared and manufactured. Timelines and costs associated with these considerations will be incorporated into the NPP.

Day 3:

Morning seminars (1.5 to 2 hours)

- Marketing and sales approaches to selling a product
- Customer support
- Return of Investment

Trainees will use the tools taught in the morning lecture to propose a name, and a marketing and sales strategy for their product, which will be included in the NPP. Using the information gleaned from this and the previous days the trainees will do a rough calculation of return on investment and present the NPP in a 30 minute presentation at the end of the day.

At the end of the Commercialization Boot Camp the trainees will have an ability to evaluate:

- Market potential
- Intellectual property and licensing issues
- Return on Investment (ROI)

Trainees will also gain an understanding of:

- R&D: Product design and development with respect to R&D time-lines, product format, stability, technology transfer for scale-up and manufacture
- Quality Control (QC): Protocols and criteria for maintaining high product quality and reproducibility
- Marketing and Sales Strategies
- Customer support