



Limited Enrollment

## NEW COURSE: Discovery to Impact: How to take an Invention to Market

**ATTENTION ALL ENGINEERING & POLYMER SCIENCE / POLYMER ENGINEERING GRADUATE STUDENTS:** *Join us on an exciting journey!*

- » Do you want to explore the exciting world of technology based start-ups? » Interested in working as a business expert on a team?
- » Do you want to make a difference using your technical skills as an entrepreneur?

### Course Overview

Open to all UA students, in this course you will work in teams to take technologies and intellectual property created at The University of Akron **out of the laboratory** and measure it against the litmus test of **commercial feasibility through customer discovery using highly effective LEAN LAUNCHPAD PRINCIPLES**.

This course offers a way to assess the potential to make an impact with **game changing techno-commercial opportunities**. Real world commercialization challenges covered in the course are based on the **exciting technical research at UA**, including new smart sensors for engineering applications, novel polymers and electro-spun fibers, improved prosthetic devices, faster digital processing techniques to speed up image processing, products and services based on bio-mimicry, and much more.

### You will learn to

- » Identify and validate the value proposition
- » Identify unmet market need & customer segments
- » Identify partners & channels
- » Create preliminary business plans

**Course Information** Wednesdays,  
5:20 - 7:50 p.m., Room: TBD Course number:  
ST 4600:696-802 3  
**Contact:** Dr. Gopal Nadkarni (330-972-7348)  
for more information  
Email: gopal@uakron.edu

**Contact your department to find out if you can take this course as an **elective** or as a **special topic** for credit.**

**Student Quote** "A fantastic class! I always wondered how a person takes an idea and turns it into a business, and now I think I have a good idea about it"

**WORK IN CROSS-DISCIPLINARY TEAMS TO DISCOVER THE BUSINESS POTENTIAL OF PATENTED TECHNOLOGIES**