

For the workshop, it would be best if participants bring in technologies from their universities/institutions/companies that they think would be appropriate to form a spin-out company around.

The kind of information that they need to bring:

Technology Description – Short and easy to understand description of what it does.

Pain it addresses in the marketplace - Why are customers willing to pay money for it and what problem does it solve?

Competitive advantage - How does it compare to other solutions?

Estimate of the total available market size - Not what the technology would capture, but the total market it would be a part of.

Development status - What is the current status of the technology?

Next steps required for commercialization - Technical, market, funding.

Future connectivity of the proposed to the home institution - sponsored research opportunities, future licensing

Spin-out rationale - Why not try to license the technology? What have potential licensees said about licensing?