

## Summer Intensive for Entrepreneurship and Commercialization

The Summer Intensive will be developed and led by Associate Professor of the Practice in Engineering Management at Vanderbilt University. It is designed to provide PhD students and postdoctoral fellows in STEM disciplines a foundation in the principles of commercializing an innovation concept.

### **Course structure**

The course will meet 2x/week for 6 weeks, on Mondays and Thursdays from 9:00AM-12:00PM, from June 22-August 3. The course will use a “flipped classroom” model: online lectures and other course materials will be read and prepared out-of-class, while class time will be used for teams to present and discuss how they applied the course concepts to their innovation.

Participants will break into teams and choose a case study of an innovation concept to which they will apply the course principles and tools. They will develop a technology commercialization proposal, which includes an intellectual property strategy, market analysis, corporate capability assessment, operational strategy, and project valuation and financing plan. It will culminate with an investment “pitch” to a panel of financial professionals and accelerator executives.

<b>Week</b>	<b>TOPICS / ACTIVITIES</b>
1	Project Description Orientation to Business Published Research Macroeconomic/Social Environment Host Company Capabilities Assessment
2	Market/Demand Environment Technological Environment Competitive Environment
3	Summary of Strengths, Weaknesses, Opportunities, and Threats (SWOT Analysis) Technology/Business Intelligence Product Strategy
4	Operational Strategy Technology Commercialization/Collaboration Strategy Intellectual Property Strategy
5	Introduction to Business Simulation Modeling Project Valuation and Financing
6	Introduction to Real Options Analysis Implementation Plan Final Presentations

### **Attendance policy**

The course is team-based and limited to 20 participants. Thus, all participants need to commit to attending all sessions and participating fully, including completing assignments outside of class. Since this course is only six weeks long, your absence at a session not only prevents you from making the most of this unique opportunity, but it impacts your team. Absences should only occur in the case of illness or other unforeseen or unavoidable circumstance. Unexcused absences will influence your ability to register for future courses or obtain travel funds for externships and internships with the ASPIRE program.

We encourage you to maintain open communication with your advisor and discuss time away from the lab *in advance* of accepting a position in the course.