



wendykennedy



So what? who cares? why you?™

The Inventor's Commercialization Toolkit

Turn Your Good Idea
Into a Great Opportunity

For Scientists, Researchers, Engineers,
and Technology Entrepreneurs

wendykennedy.com

What is it?

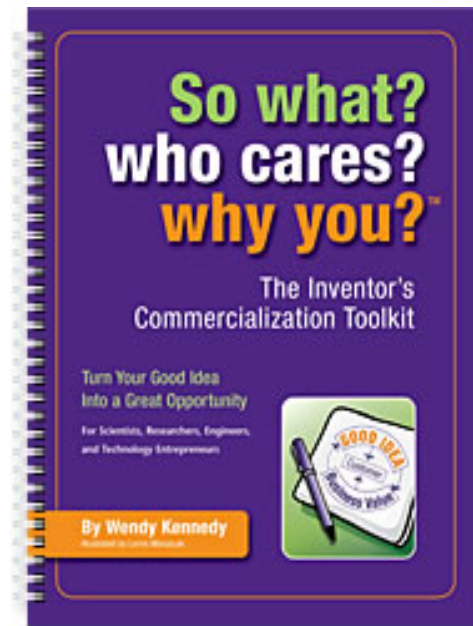
It is a methodology to discover and articulate the commercial opportunity that great science and technology ideas represent.

Used by:

- scientists, researchers, engineers, entrepreneurs, faculty, staff,...

FIELD TESTED AND PROVEN

So what? who cares? why you?™



What is *So what? who cares? why you?*

- A **consistent, systematic process** for assessing commercial potential
- A **simple framework** built on 3 questions we all ask
- A first-step **commercialization toolkit** for researchers, scientists, engineers and technology entrepreneurs
- A set of business tools in a **self-education workbook**
- The **inventor/entrepreneur** completes the worksheets in preparation for a meeting with the investor.

So what? who cares? why you?™

*Speak the language
of business...*

*9 questions we all
ask to assess opportunities*

So what?

1. What's Your Idea?
2. What's the Problem?
3. Where Does Your Idea Fit?

Who cares?

4. Who's Your Customer?
5. What's Your Path-to-Market?
6. Where's the Money?

Why you?

7. What's Your Competitive Edge?
8. Who's On the Team?
9. What's Your Story?

So what? who cares? why you?™

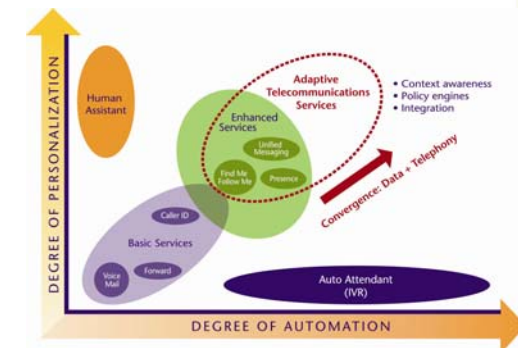
- Nine content themes
- Use modules or entire workbook
- Step-by-step tools & worksheets
- 4-color, illustrated design
- Online support at *The ToolShed*



The ToolShed
online coaching/support

Why A Toolkit?

- **Simple**, yet effective frameworks
- **Engage faculty** to work through the process
 - Worksheets and toolsets used as the basis for discussion
- Faculty **self-educate and assess** the commercial potential
- Provides a **documented assessment** of the process
 - Kept on file for reference



The Value to Investors

- **Consistent** structured methodology
 - Objective criteria for picking and turning down ideas
 - Worksheets provide “archived” lab book
 - Place more informed “bets”
- **Service 100%** of people who seek support for their idea
 - Provide the toolkit as a takeaway resource tool
- **Creates a common business language** between investors and entrepreneurs
- Use as an educational toolkit to raise business **awareness and knowledge** throughout science and technology communities.

Brand this Book as Your Own



- Brand this book as your own commercialization toolkit
- Launch a community-wide program with local partners
 - Partners with interests in:
 - Entrepreneurship
 - Commercialization
 - Economic development
 - Technology Transfer
 - Incubation
- Fund with sponsorship support from: venture capitalists, legal professionals and other stakeholders.

Customer Profiles

1. Pennsylvania State University
2. University of Central Florida
3. University of Canterbury, NZ
4. Purdue Research Foundation
5. National Research Council

PENNSTATE



Cool Blue Lab Journal

Branded the book
as part of the
"Cool Blue Program"



Innovation Park
at Penn State

101 Technology Center • University Park, PA 16802



University of Central Florida

- Goal: A consistent systematic process for assessing commercial potential
- University-wide implementation:
 1. Tech Transfer Office
 2. Venture Lab
 3. Entrepreneurship
 4. Academic Programs
 - Graduate & undergraduate courses



- 46,000 students – 123 buildings
- 2nd largest business school in USA
- Over \$100 million in annual research awards

University of Canterbury

■ Canterprise

- Commercialisation Arm
- IP Licensing & startup companies

■ Academic Programs

- Masters in Opportunity Assessment
- Masters in Commercialising Research
- Masters in Master of Engineering Management

■ New Zealand Institute of Management (Nov 2007)

- Companies (all levels) in Opportunity assessment



- **17,770 students**
- **1,646 staff**
- **15+ research centers**
- **ICT Innovation Institute**

Purdue Research Park Entrepreneurship Academy

- Program Goal: Inspire and educate about entrepreneurship
- Audience: high school seniors demonstrating achievement in science, math or technology
- 5-Day Entrepreneurship Camp
 - Workshops, tours, team breakouts
 - Toolkit as primary resource book

PURDUE
RESEARCH PARK

The Idea Economy is Here®



National Research Council Canada

- Canada's premier research and development organization
- Goal – build awareness among scientific community of what commercialization is
- Commercialization toolkit for researchers and scientists and entrepreneurs
- Used as a business “lab book”
- Currently, 1,000+ copies distributed to NRC staff across Canada



- 4,000 employees in labs nation-wide
- 20+ institutes and technology centers
 - Life Sciences/Physical Sciences
 - Aerospace
 - Biotechnology
 - Fundamental Sciences

5 Reasons to Adopt this Book:

1. Launch an innovative, high impact program to **nurture commercialization and economic development**.
2. **Change the conversations** you are having with inventors and entrepreneurs to be not just about the science but also about the business opportunity.
3. Provide a first-step **commercialization toolkit** for researchers, scientists, engineers and entrepreneurs.
4. Implement a **consistent, standard approach** to assessing ideas that are seeking support.
5. Equip entrepreneurs with a **resource toolkit to educate** on the business aspects of licensing a technology or starting a company.

So what? who cares? why you?™

SUCCESS KIT
for your co-branded book

**Step by step
project guide** to develop
and fund your co-branded book project.





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