



**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

By Wendy Kennedy  
www.wendykennedy.com

**So what?  
who cares?  
why you?™**

<Insert your project name >

Co-branding  
Sponsorship Proposal

<insert your name>  
<date>

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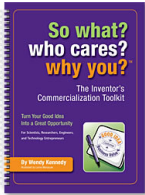
**What is it?**

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

**So what?  
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**A self-education toolkit for:**

- technology entrepreneurs, scientists, researchers, and engineers



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**So what?  
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*Designed to answer  
the questions  
business people ask*

<p><b>So what?</b></p> <ol style="list-style-type: none"> <li>1. What's Your Idea?</li> <li>2. What's the Problem?</li> <li>3. Where Does Your Idea Fit?</li> </ol>	<p><b>Who cares?</b></p> <ol style="list-style-type: none"> <li>4. Who's Your Customer?</li> <li>5. What's Your Path-to-Market?</li> <li>6. Where's the Money?</li> </ol>	<p><b>Why you?</b></p> <ol style="list-style-type: none"> <li>7. What's Your Competitive Edge?</li> <li>8. Who's On the Team?</li> <li>9. What's Your Story?</li> </ol>
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## Co-Brand Opportunity



- 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

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## 5 Reasons to Co-Brand:

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 opportunity.
3. 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.

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## Sponsorship Model

- Sponsors share costs and expand distribution of the program
- Sponsors receive bulk copies of book for distribution to stakeholders
- Sponsors gain exposure on book covers and in marketing events.



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