Course Overview:
This course guides researchers and innovators from lab to market. Participants will learn how to protect and commercialize a technological asset, design a viable business model, and structure a professional business plan.

Part 1: Technology Transfer – From Lab to Market

Objective: Understand how to assess, protect, and commercialize research-based technologies.

- What is Technology Transfer?
  Key players, processes, and case studies.
- Intellectual Property Basics
  Patents, ownership, and freedom to operate.
- Technology Valuation & Readiness
  TRL levels, commercial potential, valuation methods.
- Commercialization Pathways
  Licensing vs. spin-offs, university-industry deals.
  Workshop: Map your technology to a pathway.

Part 2: Business Modeling – From Tech to Value Proposition

Objective: Translate technology into a scalable business model.

- From Solution to Customer
  Problem-solution fit, value proposition, customer segments.
- The Business Model Canvas for Deep Tech
  Key resources, revenue streams, cost structure.
  Activity: Draft a BMC for a tech case.
- Validation & De-risking
  MVP in hardware/biotech, customer discovery, critical assumptions.
- Metrics & Unit Economics
  KPIs, CAC, LTV, burn rate.
  Workshop: Peer review of BMCs.

Part 3: Business Plan – From Model to Document

Objective: Build a clear, investor-ready business plan.

- Executive Summary & Structure
  Hook, tone, audience tailoring.
- Market, Competition & Team
  SAM/SOM, SWOT, competitive moat, team gaps.
- Financial Plan & The Ask
  3-year forecast, P&L, cash flow, funding request.
  Activity: Draft revenue assumptions.