



PEOPLE Workshop on Science & Engineering Entrepreneurship

- Instructor:** Dr. Carlos Bazan, Assistant Professor & Engineering Chair in Entrepreneurship, Memorial University
- Date & Time:** Tuesday, March 16th, 2021; 2:00 pm to 4:00 pm (NDT)
- Format:** Experiential Online Workshop

Translating the university's scientific and technological advances into value-creating products and services is becoming a priority for both the university and funding agencies. Notwithstanding the commercial potential of the university's discoveries and inventions, turning those innovations into market-ready products and services, let alone successful businesses, can prove extremely difficult.

This workshop will present a systematic framework to help university investigators initiate, plan, execute, and close a translational research and development project with the intent of commercializing the research outcomes. It will also show the essential aspects of the entrepreneurial process (venture creation). That is, the iterative process (lean start-up approach) that starts by recognizing a business opportunity (problem), followed by conceiving a business idea (solution), assessing the idea, developing a business model, and ending by launching and then growing a sustainable business.

To learn more about the course content, please contact Dr. Carlos Bazan, carlos.bazan@mun.ca.