**Entrepreneurship & Commercialization Practicum**

**April 18, 2019 – May 23, 2019**

**Module 1: Introduction – Daniel Bowring, Instructor**

* 1. What can you get from this process?

2.0 A little about Energy I-Corps

* 1. Academic culture vs. business culture

KEY COURSE CONCEPTS

Lean Launch

Value Proposition

The Business Model Canvas (BMC)

Product Market Fit

Customer Discovery

Market and Competitor Analysis

IN-CLASS BREAKOUT SESSION:

Writing a Value Proposition

HOMEWORK:

* Try to complete your first BMC using the book and your own instincts for guidance
* Be prepared to discuss your ideas with your team during the Module 2 breakout session

**Module 2: Business Model Canvas – Charlie Cooper, Instructor**

KEY CONCEPTS

1. Why use a one-page business model
   1. BMC Elements -- Description of all 9 elements

IN-CLASS BREAKOUT SESSION

Create a BMC as a team; report out; challenge and be challenged.

HOMEWORK:

Develop a list of companies you might call to validate the assumptions in your BMC.

**Module 3: Product Market Fit (Value Propositions and Customer Segments) – Jason Pariso, Instructor**

KEY CONCEPTS

1. Definition of Product Market Fit
   1. How do you get a product market fit? Why is it important?
   2. Value Propositions

4.0 Customer Segments

IN-CLASS BREAKOUT SESSION

Refine the BMC focusing on market segments and value propositions for each.

HOMEWORK:

* + Interview one prospective customer before the next class to test your BMC hypotheses
  + Be prepared to share your experience in the next class (what did you learn? How did it feel?)

**Module 4: Customer Discovery**

KEY CONCEPTS

* 1. Customer Discovery Process
  2. GET OUT OF THE BUILDING
  3. Minimum Viable Product

IN-CLASS BREAKOUT SESSION

Customer Discovery interview skills practice.

HOMEWORK

* Complete 5 customer discovery interviews as a team.
* Be prepared to present what you learned in the next class and how it changed your thinking regarding your BMC.

**Module 5: Market and Competitive Analysis**

KEY CONCEPTS

1.0 Types of Addressable Markets

* 1. Types of Competitors

3.0 Estimating Market Sizes

IN-CLASS BREAKOUT SESSION

Using the internet to research markets

HOMEWORK

* Update your BMC based on interviews, market research
* Be prepared to present at start of next class

**Module 6: Technology Transfer and Commercialization at a National Laboratory**

KEY CONCEPTS

* 1. Technology Transfer Basics
     + Definition
     + Legislation
     + Agreement Types
     + Patents & Copyrights
     + Licensing Agreements
     + R&D Partnering Mechanisms
  2. Some Things to Know
* Fairness of Opportunity
* Conflict of Interest
* U.S. Competitiveness
* Foreign Engagement

IN-CLASS BREAKOUT SESSION

Based on your BMC, what are your next three best steps?

WRAP-UP

* Course evaluations
* Certificates of completion