

Entrepreneurship & Commercialization Practicum

September 21, 2023 – November 9, 2023

KEY COURSE CONCEPTS

Lean Launch
Value Proposition
Customer Discovery
The Business Model Canvas (BMC)
Product Market Fit
Market and Competitor Analysis
Technology Transfer and Commercialization at a DOE National Laboratory

Module 1: Introduction – Cherri Schmidt and Todd Morrill, Instructors

KEY CONCEPTS

- 1.0 What can you get from this process?
- 2.0 A little about Energy I-Corps
- 3.0 Academic culture vs. business culture

IN-CLASS BREAKOUT SESSION:

Writing a Value Proposition

HOMEWORK:

- Polish up your first Value Proposition as a team.
- Read Chapter 1 and Pages 53-58 and Pages 69-92
- Watch this video <https://vimeo.com/groups/204136/videos/75535337>

Module 2: Introduction to Customer Discovery – Todd Morrill, Instructor

KEY CONCEPTS

- 1.0 Customer Discovery Process
- 2.0 Setting up Interviews
 - 1.1 What questions do I ask?
 - 1.2 Who do I talk to?
- 3.0 GET OUT OF THE “BUILDING”

IN-CLASS BREAKOUT SESSION

Developing questions and identifying customers.

HOMEWORK

Read this article:

<https://steveblank.com/2020/04/07/customer-discovery-in-the-time-of-the-covid-19-virus/>

Complete 10 customer discovery interviews as a team over the next 5 weeks.

Complete at least one interview before next class, preferably two.

Be prepared to talk about your experience.

Module 3: Business Model Canvas Part I – Charlie Cooper

KEY CONCEPTS

- 1.0 Why use a one-page business model
- 2.0 Understanding Customer Segments & Relationships
- 3.0 Distribution Channels
- 4.0 How does this translate into revenues?

IN-CLASS BREAKOUT SESSION

Work on the right-hand side of your Business Model Canvas (BMC).

How does your value proposition change when you think about different customer segments?

HOMEWORK:

Do more customer discovery interviews

Update your BMC to reflect what you learned.

Module 4: Customer Discovery Part 2 – Todd Morrill, Instructor

KEY CONCEPTS

- 1.0 Go where the customer leads you
- 2.0 Learning when and how to pivot
- 3.0 Minimum Viable Product

IN-CLASS BREAKOUT SESSION

Customer Discovery interview skills practice.

HOMEWORK

Do more customer discovery interviews

Update your BMC based on your interviews

Module 5: Product Market Fit (Value Propositions and Customer Segments) – Mauricio Suarez, Instructor

KEY CONCEPTS

- 1.0 Definition of Product Market Fit
- 2.0 How do you get a product market fit? Why is it important?
- 3.0 Diving Deeper into Value Propositions and Customer Segments

IN-CLASS BREAKOUT SESSION

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

HOMEWORK:

Do more customer discovery interviews

Update your BMC to reflect what you learned

Module 6: Business Model Canvas Part 2 – Cherri Schmidt, Instructor

KEY CONCEPTS

- 1.0 What activities will you do to deliver a product?
- 2.0 What resources will you need?
- 3.0 What types of partnerships make the most sense?
- 4.0 How does that translate into costs?

IN-CLASS BREAKOUT SESSION

Work on the left-hand side of your Business Model Canvas (BMC).

What else will you need to know to understand the costs – and revenues?

HOMEWORK:

Do more customer discovery interviews

Update your BMC to reflect what you learned.

Module 7: Market and Competitive Analysis – Hannah Farquar

KEY CONCEPTS

- 1.0 Types of Addressable Markets
- 2.0 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

Prepare a summary presentation for final class

Module 8: Technology Transfer and Commercialization at a National Laboratory -- Aaron Sauers, Instructor Capstone Presentations

KEY CONCEPTS

1.0 Technology Transfer Basics

- Definition
- Legislation
- Agreement Types
- Patents & Copyrights
- Licensing Agreements
- R&D Partnering Mechanisms

2.0 Some Things to Know

- Fairness of Opportunity
- Conflict of Interest
- U.S. Competitiveness
- Foreign Engagement

Final Presentations

Each team will present a summary of their BMC to an invited panel and get feedback from the panel.

WRAP-UP

Course evaluations

Graduation (Certificates of completion will be sent electronically)