

MaSC and CSMC Lens of the Market® Stage 1 and 2

- What is Lens of the Market®
- Timing and Next Steps for:
 - Stage 1: May 2, 2017 (*sponsored by OCCD*)
 - Stage 2: Kick off June 20-22 and end in December! (*sponsored by CSMC*)

STAGE 1: RESEARCH2INNOVATION



A rapid introduction to help researchers think like innovators.

Give us 1 day and based on YOUR research we'll help you figure out YOUR potential innovations, applications and markets!

Lens of the Market® Stage 1: Research2Innovation is a 1 day workshop developed to provide teams of STEM professionals (university students, post docs & faculty, National Lab scientists and engineers or corporate R&D scientists and engineers) with a rapid introduction to the vocabulary, skills, tools, and road map needed for scientists and engineers to engage in successfully translating their research into innovations. NO PRIOR EXPERIENCE in technology commercialization is required! And all you need is the research you are working on – we use that as **NO TALKING HEADS, NO LECTURES.**

ecosVC® puts YOU, the researchers, into the driver's seat.

<http://www.ecosvc.com/stage1>

May 2, 2017
8-5



The journey for Lens of the Market Stage 1

March

March

- 16th LUNCH PIZZA PARTY
- 16th and 17th : Faculty Team Meetings

April

April

- 1st : Finalize themes, teams, participants
- 7th : Participant bios aligned with the theme
- 14th : 2-3 papers/team on theme
- 18th : ecosVC MaSC/CSMC website

May

May

- May 2nd - STAGE 1
- 4th & 5th : faculty teams finalize platform diagrams and select 5 market/application pairs of interest for Stage 2 down selection
- 16th : Students decide if they wish to go forward to Stage 2
- 30th : Students down select 3 market application pairs for Stage 2

STAGE 2: INNOVATION2MARKET



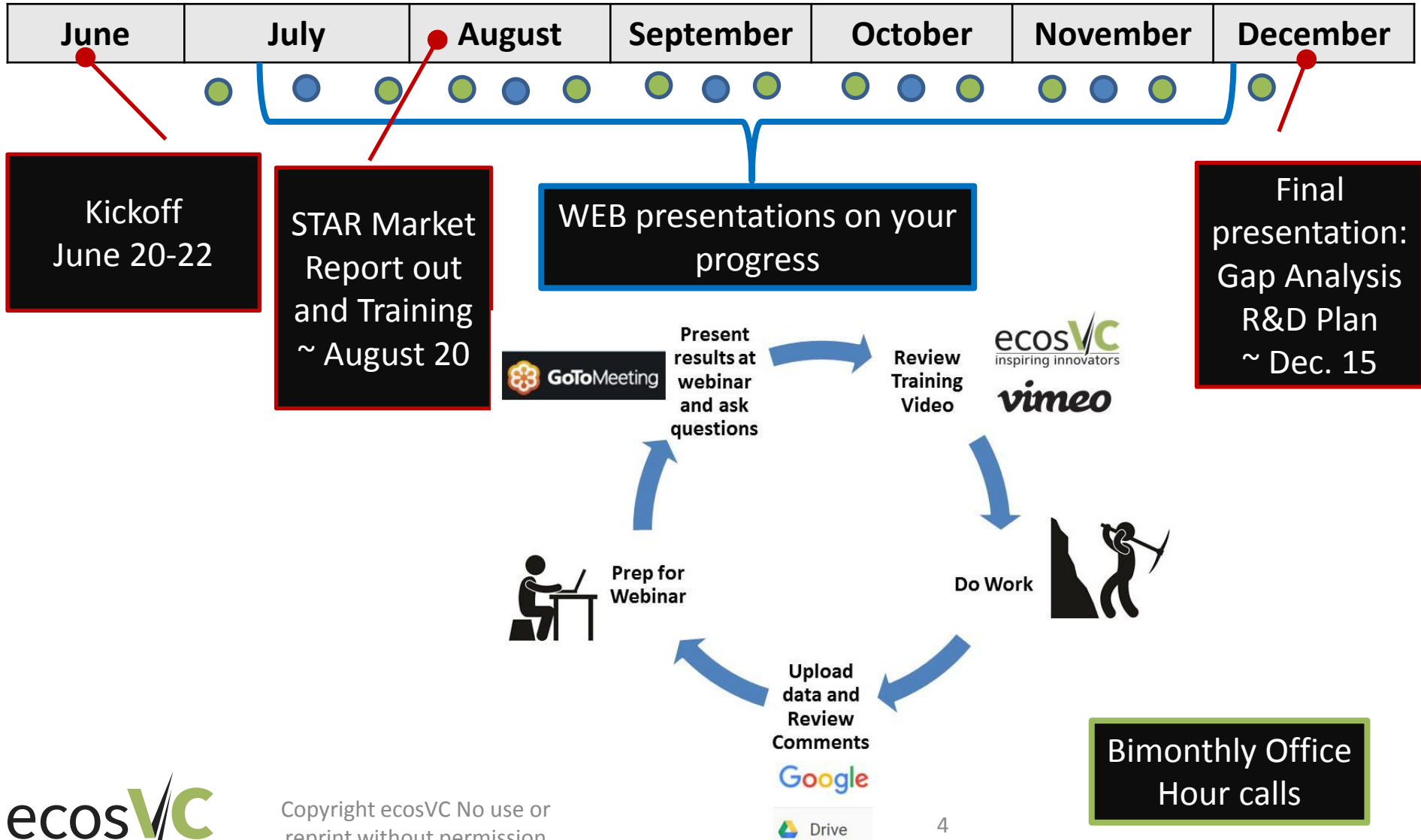
An immersive program providing teams of researchers with the skills to validate the market for their innovations, define market aligned value propositions and differentiators, and build effective R&D plans to meet market needs.

Use a proven and successful process for research commercialization that gives you the tools to quickly identify and analyze the most – and least – promising markets for building value from your innovation. The outcome will be a clear go/no-go decision to pursue commercialization in the targeted markets.

Lens of the MarketSM Stage 2: Innovation2Market is based on the premise that scientific researchers or leaders of early stage science and engineering ("STEM") companies can significantly increase the likelihood of commercial success by engaging in a rigorous market identification and validation process for the proposed innovations.

<http://www.ecosvc.com/stage2/>

The journey of Lens of the Market Stage 2



The journey for Lens of the Market Stage 1 to Stage 2

May

May

- May 2nd - STAGE 1
- 4th & 5th : faculty teams finalize platform diagrams and select 5 market/application pairs of interest for Stage 2 down selection
- 16th : Students decide if they wish to go forward to Stage 2
- 30th : Students down select 3 market application pairs for Stage 2

June

June

- 2nd : Faculty finalize and approve market/app pairs and participants
- 9th : Participants get invites to join Google Groups and Folders ; get access to first video
- **JUNE 20, 21, 22 Kick off!**

STAGE 3: MARKET2SCALE-UP



Convert market validated innovations, value propositions and differentiators into a venture or licensing opportunity.

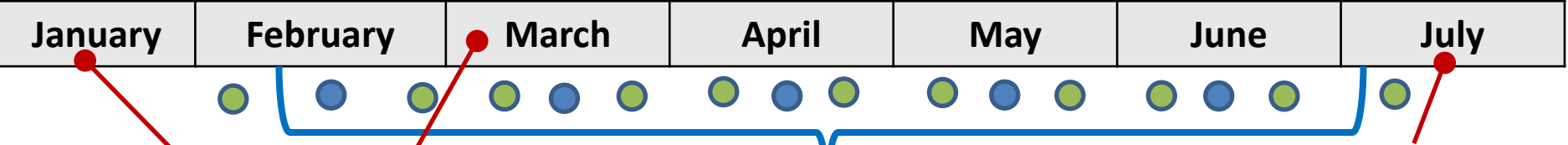
In **Market2Scale-Up** your team will use your market gap analysis, value proposition and differentiators as the basis to develop, test and present your business model, the foundation for a business plan. With this as a start, build all the elements of a winning business plan to achieve market required success using our ecosVC® next level of tools, videos, and templates all within a proven and facilitated step-by-step process.

Lens of the Market® Stage 3: Market2Scale-Up was developed with the knowledge that researchers must have the skills and ability to translate market based value propositions into a business model that delivers value and a business plan that delivers scale capability through a defined company value stream. .

Market2Scale-Up is based on the premise that the business model is the heart of any business plan and company delivery value stream – and a that a validated value proposition and market gap analysis are the basis of a winning business model, **Market2Scale-Up provides science and engineering researchers or leaders of STEM companies with tested and effective tools** to develop a business model based on three key components – the revenue model, sales channel model and pricing model. The business model gives rise to a value stream analysis and a business plan to deliver against validated value proposition and innovation differentiators.

<http://www.ecosvc.com/stage3>

The journey of Lens of the Market Stage 3 (with NRT)

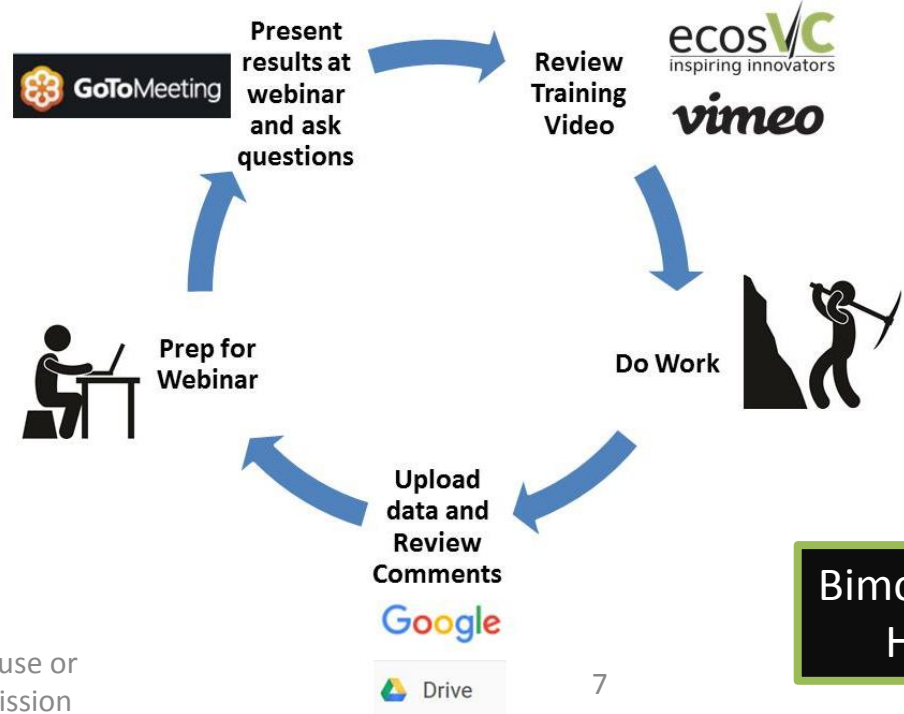


**Kickoff
~ January**

**Mid Report
out and
Training
~ March**

**WEB presentations on your
progress**

**Final
presentation:
Business and
Funding Plan
~ July**



**Bimonthly Office
Hour calls**