

# MaSC and CSMC Lens of the Market<sup>®</sup> Stage 1 and 2

- What is Lens of the Market<sup>®</sup>
- Who attended the Pizza Party?
- 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

- 16<sup>th</sup> LUNCH PIZZA PARTY
- 16<sup>th</sup> and 17<sup>th</sup> : Faculty Team Meetings

April

April

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

May

May

- May 2<sup>nd</sup> - STAGE 1  
Location: HP campus  
Mt. St. Helens Room

# Stage 1 Teams

TCO

Nizan Kenane, Jun LI  
Vasily Gouliouk, Jenn Amador  
Gabriella Giampaoli, Jae-Seok Heo

Mas Subramanian, Doug  
Keszler

Hybrid  
Nano 1

Lola Vars, Maxwell Wallace  
Trey Diulus  
Pedro Molina-Sanchez

John Simonsen,  
Mas Subramanian,  
Greg Herman, May Nyman

Hybrid  
Nano 2

Charles Culbertson  
Joseph Tang, Morgan Olsen  
Danielle Hutchison

John Simonsen,  
Mas Subramanian,  
Greg Herman, May Nyman

Biosensors

Kenny Squire, Omar  
Chiriboga, Akash Kannegulla,  
Hyunkyuu Ouh, Kyle Clocker

Alan Wang, Gregory Rorrer  
Larry Cheng, Matt Johnston  
Matt Johnston

## STAGE 2: INNOVATION2MARKET



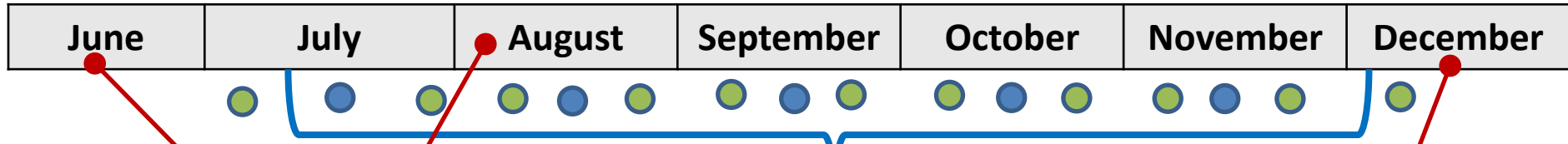
An immersive program providing teams of researchers with the skills to validate the market for their innovations, define market aligned value propositions and differentiators, and build effective R&D plans to meet market needs.

**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 Market<sup>SM</sup> 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

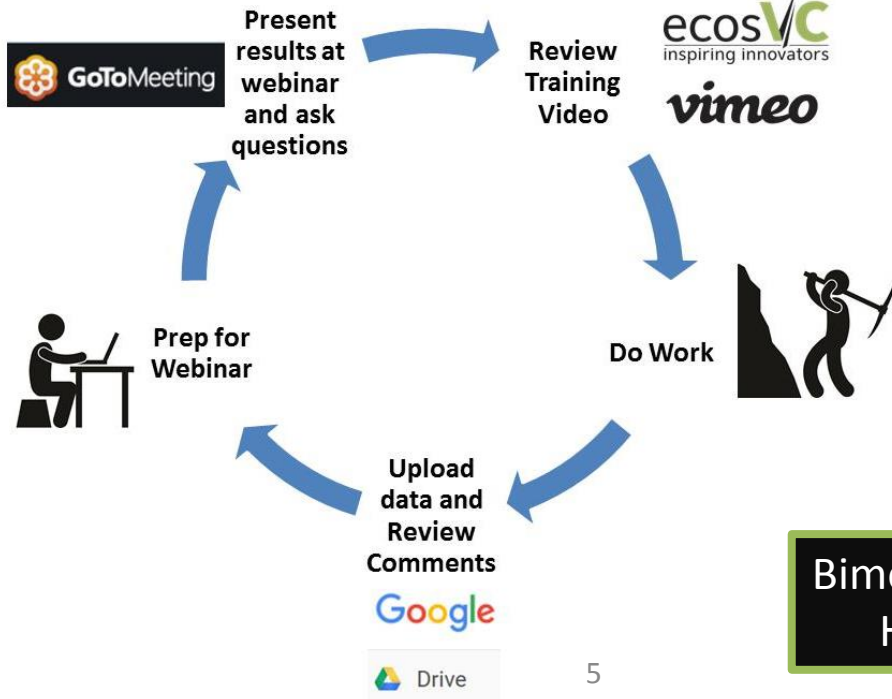


**Kickoff  
June 20-22**

**STAR Market  
Report out  
and Training  
~ August 20**

**WEB presentations on your  
progress**

**Final  
presentation:  
Gap Analysis  
R&D Plan  
~ Dec. 11**



**Bimonthly Office  
Hour calls**

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

May

May

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

June

June

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

Questions???





# 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.

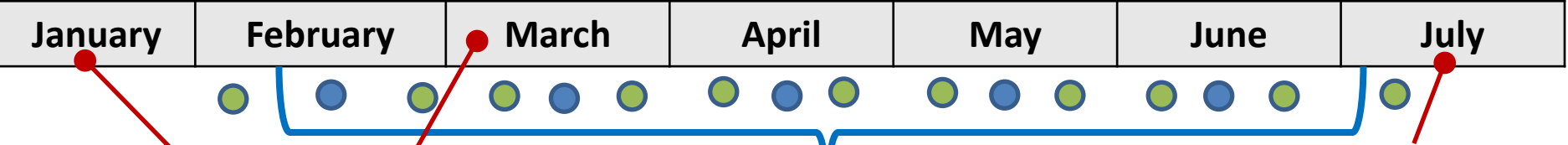
---

**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**