

Innovation 360 – Fall 2024

Session 1 – Workshop Kick-off: The Innovation Journey - (THURSDAY, OCTOBER 10, 2024)

Subject: The opening session features two senior faculty members who have decades of experience transitioning technology from academia to industry, both through startups and multinational corporations. This session will explore the innovation process from ideation to product.

Session 2 – Industry (THURSDAY, OCTOBER 17, 2024)

Subject: Industry views early-stage technology and research very differently from academia. To attract commercial interest for your innovation, there is often key data or prototyping needed to demonstrate potential value and attract commercial interest that differs from data critical to academic publication. This session explores how to effectively and efficiently communicate your research and innovation to key decision makers from outside academia (who are not always subject matter experts) to create advocates for your work.

APPLYING THE PRINCIPLES: After this session, participants assess what elements of selected technology may be strongest in attracting potential commercial interest and create an “elevator pitch” about the technology geared toward an industry representative for presentation at the next session.

Session 3 – Market fit: Determining an Innovation’s Commercial Potential (FRIDAY, OCTOBER 25, 2024)

Subject: Innovators need to actively identify and engage potential customers/users to understand whether an innovation addresses a significant pain point that will attract broad engagement and deployment, and to identify what commercial applications may be the closest fit/most attractive for the technology.

SESSION ACTIVITY: Each participant gives draft elevator pitch for feedback from speakers and other participants.

APPLYING THE PRINCIPLES: After this session, each participant will conduct three- five interviews with potential “customers” outside of UCSB who can provide data on the relevance of the selected technology or research project, including what “pain points” it potentially addresses

Session 4 – Pivoting (THURSDAY, NOVEMBER 7, 2024)

Subject: The first market application thought of rarely ends up being the final or best one. As an innovation is developed and customer discovery deepens, new potential applications, products or services are discovered where the innovation can make an even deeper impact.

SESSION ACTIVITIES: Participants report to group on initial customer/user interviews conducted after last session, and their analysis/conclusions based on those conversations.

APPLYING THE PRINCIPLES: After this session, participants will determine at least two other markets, products or services that could benefit from the innovation and complete three to five more interviews with potential customers/users, preferably for a different market, product or service. After completing the conversations, analyze and distill feedback from all customer interviews to develop preliminary opinion on selected technology's most attractive market fit.

Session 5 –Product Development (THURSDAY, NOVEMBER 21, 2024)

Subject: Basic, practical technical issues to consider when you believe you may be onto something with potential commercial importance or broad deployment, such as how easy is it to scale up? Does it use existing processes/equipment? Is it superior enough to current solutions to justify investment?

SESSION ACTIVITIES: Participants present finding on potential market applications, products or services that could benefit from the innovation, a summary of their interviews and their conclusion on the best market for their innovation.

APPLYING THE PRINCIPLES: Participants review their innovation to diagnose any potential product development challenges – from material availability, scalability, cost to manufacture, and other points addressed in this session.

Session 6 – Market Size (MONDAY, NOVEMBER 25, 2024)

Subject: Basic issues to consider from a market perspective. What is the size of the addressable market, really, and is that market big enough to incentivize commercialization? Is it superior enough to current solutions to justify investment? To encourage consumers to adopt? Are there obligations to research sponsors or multiple owners that may chill commercial interest? What is the best comparable product in the marketplace? Why is this better?

SESSION ACTIVITIES: Participants share the results of their product development analysis.

APPLYING THE PRINCIPLES: After this session, participants analyze the market size of the potential applications to determine which, if any, provide a strong opportunity for commercial success.

Session 7 - Intellectual property – a practicum. (THURSDAY, DECEMBER 5, 2024)

Subject: Explore what is actually patentable, what is needed to make a patent valuable and attractive intellectual property, copyright principles and how the decision to open-source software can enhance (if software-based research projects are represented), or detract, future development and commercial adoption. For open access model deployment, this session will describe how IP protection can be used to assure quality standards are met even when innovations are deployed openly.

SESSION ACTIVITY: Participants report to group on marketplace analysis conducted after previous session, including their conclusions.

APPLYING THE PRINCIPLES: After this session, but before next session, analyze the selected technology based on principles presented by speakers to identify the intellectual property protection best suited for the innovation, the intellectual property landscape in the innovation's subject area, and a strategic plan for securing and using the selected intellectual property processes.

Session 8 – UNIVERSITY RESOURCES AND FINAL PRESENTATIONS - (THURSDAY, JANUARY 9, 2025))

Subject: A short presentation be given on resources available at UCSB and beyond to help researchers develop technology within the university landscape, including funding opportunities.

SESSION ACTIVITY: The workshop culminates with each person presenting a “pitch deck” for their technology that includes the analysis and conclusions reached after each of the sessions with a final assessment of the innovation's potential and steps that can be taken to increase it's chance of commercialization success to a panel of investors who will then both engage in Q&A and provide feedback.