

Tech Launch Arizona presents

INVENTION TO IMPACT

Fall 2014 Commercialization Workshop Series

Every Wednesday in October, Noon – 1:00 PM
Ventana Room, Student Union Memorial Center

How can your research be harnessed to create the greatest impact for you, the UA and society? This year's lunchtime commercialization workshop series, brought to you by **Tech Launch Arizona**, will cover the essential knowledge you need to bring your research to the world through commercialization.

This redesigned series is a complete curriculum. While you are welcome to select individual workshops, **we recommend attending the full series to get the most out of the experience.**

Each engaging one-hour workshop will include two quick 15-minute presentations alternating with interactive discussions and activities. After each workshop, TLA staff will remain for an optional open Q & A.

- **RSVPs are due by September 22.**
- **Lunch will be provided for pre-registered participants ONLY.**
- **Respond now – only 40 seats are available in each session.**

Questions?

Contact Oscar Parra, Coordinator,
Wheelhouse Arizona, oscarp@tla.arizona.edu

Day 1, October 1: Create, Claim, Commercialize: How to Protect Your IP for Maximum Impact

Put TLA's patent budget and legal resources to work protecting your intellectual property. Learn the basics of IP, how to protect it, and the UA financial and intellectual resources available to you to make it happen.

Day 2, October 8: Show Me the Funding: How to Win at Industry Sponsored Research

Learn about the perceptions, misconceptions and most effective strategies for engaging with business as you pursue funding dollars.

Day 3, October 15: Eyes on the Prize: How to Develop a Focused Commercialization Plan

Learn how to identify and leverage the resources available for assessing and developing technologies and teams, such as Proof of Concept Projects and Commercial Feasibility Studies.

Day 4, October 22: Startup Your Engines: How to Form, Fund and Fast-Track a New Company

Learn about the evolving landscape of corporate structures and funding options to help you put a new business on the road to success.

Day 5, October 29: From License to Legacy: How to Create Benefit from Your IP

Learn about licenses, how they work, how to work through conflicts of interest, and how you benefit from the UA's progressive revenue distribution model.



THE UNIVERSITY
OF ARIZONA

RSVP at

[http://techlaunch.arizona.edu/
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