

# Bespoke Technology Commercialization Training Program



UC San Diego's Global CONNECT and the von Liebig Entrepreneurism Center have developed a fully customizable, week-long training program in San Diego on issues related to technology commercialization, innovation, and entrepreneurship. Through a combination of seminar sessions, site visits, and small group projects, participants gain insights from practitioners and domain experts about the San Diego regional innovation ecosystem, technology transfer and licensing, the commercialization process, proof-of-concept centers, risk capital, and aspects of starting a high technology company. The program is ideally suited to professionals from universities and research institutes, science technology parks, government agencies, technology companies, and law firms who seek to expand their skill set. The program may also be easily adapted to serve graduate students who are interested in learning key aspects of moving technology from the lab to the market.

This program has proven to be highly successful. The Korean Institute for the Advancement of Technology, for instance, has funded multiple training programs over several years for groups of professionals from a wide range of backgrounds. The following topics are typically covered during the week-long course, but may be modified based on client input:

## **Overview of the San Diego Regional Innovation Ecosystem**

San Diego has the fortune of being a leading center for a range of technology industries, including the life sciences, wireless communications, clean technology, defense, and advance materials for recreational sporting goods. The program provides an overview of how San Diego transformed its economy and described the various stakeholders that contribute to the region's success.

## **Technology Transfer, Licensing, and Intellectual Property Strategies**

Participants hear from senior technology transfer officers at UC San Diego, the Salk Institute, The Scripps Research Institute, and San Diego State University about how these leading research institutions handle technology transfer and licensing. The program also includes a dedicated session on intellectual property (IP) strategies and case studies led by attorneys from one of the local law firms that specialize in IP services.

## **Technology Commercialization**

The program includes discussing mechanisms for accelerating the commercialization of early stage technologies. These include proof-of-concept grants, such as those used by the von Liebig Center at UC San Diego, as well as other models. Faculty inventors describe going through the process of working with von Liebig Center business advisors to create a viable technology and commercialization strategy. Site visits to organizations such as the West Health Institute and the Sanford Consortium for Regenerative Medicine provide insight into other models for commercializing emerging technologies.

## **Launching a High Technology Company**

Several sessions are dedicated to understanding issues related to starting a new high technology company. Topics such as business model development, lean startup methodologies, bootstrapping, and developing a successful pitch to potential investors or partners are covered. Included in these sessions are presentations by serial entrepreneurs, observing a CONNECT Springboard™ panel, and hearing from people such as Roberto Padovani, former Chief Technology Officer for Qualcomm, Inc. about how the company grew from its earliest days into a global leader of wireless communications technologies.

## **Team Projects**

As part of the program, small groups are formed to apply lessons-learned into developing brief business cases for commercializing selected early-stage technologies. Each case must highlight the stage of development, the technology's IP status, an overview of the competitive landscape, and a recommended pathway for commercialization and market entry. Each team must present their final recommendations, which provides an opportunity to practice and improve presentation skills.



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### **About Global CONNECT™**

Global CONNECT™ is an applied research and technical assistance consultancy based within the University of California, San Diego. The experienced and diverse Global CONNECT team focuses on assisting governments, companies, and scholars in building Innovation capacity and accelerating the commercialization of new technologies through customized education and research services.

### **About the von Liebig Entrepreneurism Center**

The von Liebig Entrepreneurism Center is a unique program at Jacobs School of Engineering. Established in 2001, the von Liebig Center was created with the mission of bridging the gap between the university and the private sector by providing proof-of-concepts grants, mentorship and graduate level education on entrepreneur to the next generation of engineers and scientists that are interested in technology commercialization and in becoming more effective contributors to technology companies.

For more information contact:

**Nathan Owens, Director**

**Tel: +1 858-534-8638**

**Email: [Globalconnect@ucsd.edu](mailto:Globalconnect@ucsd.edu)**

**[Globalconnect.ucsd.edu](http://Globalconnect.ucsd.edu)**

**[Globalconnect.ucsd.edu](http://Globalconnect.ucsd.edu)**