Take your great idea or invention out of the lab - and impact the world!

http://www.uweb.engr.washington.edu/ptc/I/ (hear the instructors describe the course at this URL)



Thinking about taking your research from lab to product?
Thinking about launching a technology company?

Introduction to Technology Commercialization BIOEN 504, Spring Quarter 2014

(Wednesdays & Fridays, 3:30-5:20PM; ROOM Johnson Hall 075)
Coordinators: Buddy Ratner & Matt O'Donnell

<u>Learn from those who have done it</u>. Meet men and women who have made it happen. Lecturers are entrepreneurs and successful business people representing management, marketing, finance, funding, IP, legal, product development, strategic planning and regulation.

- Discover the process of moving ideas from the laboratory to the market
- Learn the role of entrepreneurship in startup companies and corporations
- Understand market analysis and how to bring translational data back to the lab
 - **Build** a network with successful technology entrepreneurs
 - Practice "pitching" your ideas to seasoned investment professionals
 - Engage firsthand with renowned industry leaders who have lived the dream
- Benefit from the experience of technology commercialization entreprenurs who've created billions in value
 - Prepare yourself for the global economy

Sign up now: BIOEN 504 SLN11194

What students and lecturers say:

- "An outstanding variety of quality lectures and speakers"
- "A great way to learn from the experiences of others"
- "Taught me things I never would have learned elsewhere"
- "Wish I had this kind of course when I was in school; it would have saved me millions of dollars' worth of mistakes"

BIOEN 504 is the first course in the Program on Technology Commercialization series

For further information and course descriptions visit or contact **Lucy Pick**, <u>pickl@uw.edu</u>, or see: http://www.uweb.engr.washington.edu/ptc/I/