Discovery to Market Project

The Discovery to Market project is an important part of the innovative Global MBA curriculum. In this 6-credit course, through lectures, guest speakers and an experiential learning project, students will explore the process of evaluating scientific discoveries and transforming them into commercial opportunities. This course, delivered across two semesters, will help students understand the nature of scientific discoveries and their value from both scientific and commercial standpoints, and the fundamentals of intellectual property, applied market research and feasibility analysis. Working in teams, students will study a scientist’s discovery and research and evaluate its commercial feasibility. Projects types will include such areas as medical devices, pharmaceuticals and biologics, and biomedical engineering innovations such as imaging, nanotechnology, and new materials.

The Discovery to Market project is implemented in two phases. During Phase I (second semester, year one), students will build knowledge foundations to assess the commercial potential and viability of a scientific discovery. Topics covered include design theory, intellectual property, patent law and technology market sectors, market research and financing fundamentals. Teams will meet with the inventor/scientist and scope the project work using techniques employed in the consulting industry, such as preparation of a project engagement letter with defined deliverables. Teams will develop the basic value proposition and conduct preliminary research on the assigned invention. During Phase II (first semester, year two), students will prepare a feasibility analysis of the product by assessing the marketplace, identifying customers and their wants and needs, completing a competitive analysis, sizing the market and likely revenue streams, developing an intellectual property strategy, and ascertaining likely funding sources, culminating in an overall “go-no go” decision.

Project Components

- **Classroom learning**: Gain knowledge on intellectual property strategy and how researchers, companies, science laboratories and entrepreneurs collaborate. Learn about effective feasibility study methods, tools and guidelines.

- **Readings and case studies**: Relevant literature will be assigned to provide background and amplify key points. Case studies will be assigned to stimulate class discussion and provide real-world examples of key topics.

- **Technology and market sector briefings**: Industry experts will provide intensive briefings on current trends in relevant areas.

- **Experiential learning**: Working in teams, students will work with inventors to assess the commercial potential of the inventor’s discovery, culminating in a feasibility study. Industry experts will serve as advisors and evaluators of the students’ work, with the goal of helping accelerate the discovery to market for humanity.

The Johns Hopkins Carey Business School works closely with the Johns Hopkins University School of Medicine (JHUSOM), the office of Johns Hopkins Technology Transfer (JHTT), the University’s intellectual property administration center, the US Army Medical Research and Material Command Telemedicine & Advanced Technology Research Center (TATRC), and members of the local business community. The projects will be located in the Maryland – DC area.

If you would like to see examples of the technologies currently available at the Johns Hopkins University, please visit: [http://www.techtransfer.jhu.edu/searchTech/index.html](http://www.techtransfer.jhu.edu/searchTech/index.html).