SPRING 2022

TECHNOLOGY ENTREPRENEURSHIP

Program Overview

In the Technology Entrepreneurship course, explore the intersection of innovation, technology, and business, gain the insights to bring a new idea to market, and finally, pitch your idea to a panel of venture capitalists. Designed for innovators in any field or ready to break into any field, learn the fundamentals of the venture creation process, reinforce those lessons by testing the viability of your own ideas, and bring technology ideas to market. Johns Hopkins world-class faculty will lead you through the necessary steps to make a successful pitch. Then leverage the experience of experienced business mentors, participate in engaging course discussions, and take on experiential projects to fully develop your idea. The course provides an opportunity to interact with mentors and culminates in the pitch of your products or services to a panel of venture capitalists, industry experts, and experienced entrepreneurs.

Who should attend?

This program is designed for academic scientists, healthcare professionals, corporate venture officers, startups, and those who would like to develop or strengthen a climate of entrepreneurship in their corporation or aspiring entrepreneurs interested in starting their own company from a technology product or service idea. Teams of entrepreneurs are encouraged to participate together or individually.

Program Agenda

SESSION 1, 7PM – 9PM **FEBRUARY 28, 2022** **FACULTY,** **SUPRIYA MUNSHAW, PHD** **AND PHIL PHAN, PhD**	Recognizing ideas and turning them into opportunities Team Formation	**SESSION 5, 7PM – 9PM** **MARCH 28, 2022** **FACULTY,** **PHIL PHAN, PhD**	Financial Modelling
SESSION 2, 7PM – 9PM **MARCH 7, 2022** **FACULTY,** **SUPRIYA MUNSHAW, PhD**	Analyzing the Market for the opportunity	**SESSION 6, 7PM – 9PM** **APRIL 4, 2022** **FACULTY,** **SUPRIYA MUNSHAW, PhD**	Raising Money and Creating the Pitch
SESSION 3, 7PM – 9PM **MARCH 14, 2022** **FACULTY,** **SUPRIYA MUNSHAW, PhD**	Creating barriers to entry (including Intellectual Property and Regulatory Strategy) Licensing from Universities (for academic scientists only)	**SESSION 7, 7PM – 9PM** **APRIL 11, 2022** **FACULTY,** **CHRIS JEFFERS, JD, PhD**	Creating the Startup Organization
SESSION 4, 7PM – 9PM **MARCH 21, 2022** **FACULTY,** **PHIL PHAN, PhD**	Revenue Streams (including Reimbursement for healthcare technologies)	**SESSION 8, 7PM – 9PM** **(2 WEEKS AFTER THE SESSION 7)** **APRIL 25, 2022** **FACULTY,** **SUPRIYA MUNSHAW, PHD** **AND PHIL PHAN, PhD**	Pitch (Shark Tank)