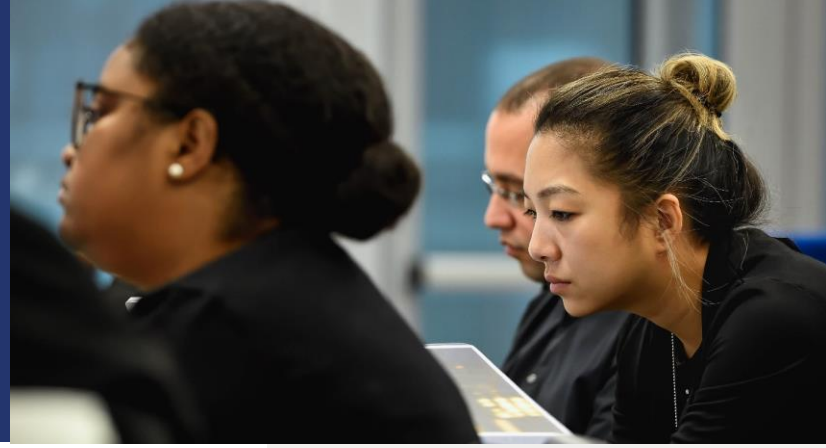


TECHNOLOGY ENTREPRENEURSHIP

Bring your technology innovations to life.



Are you ready to create a lasting impact with a tech advancement that could change the landscape of your industry? Gain the experience and practical tools needed to bring your innovation out of the lab and into the marketplace with Technology Entrepreneurship. In this exciting three-day course, you'll take a real-life commercialization project from idea to a product – and learn how to apply practical tools, in-depth skills, and important fundamentals to your own personal venture along the way, too.

Learn how to take your raw tech ideas through every step of the process – from conceptualization to evaluating market opportunities, drafting business proposals, interpreting consumer needs, evaluating what funders look for in investments, and ultimately, introducing your idea into the market.

Partner with world-class faculty, experienced business mentors, and successful entrepreneurs as you use case studies and practical applications to gain an in-depth fundamental understanding of the process around bringing an exciting innovation to life.

FACULTY

Supriya Munshaw, PhD
Senior Lecturer, Carey Business School

Supriya Munshaw, PhD (Computational Biology & Bioinformatics, Duke University) joined the Carey Business School faculty in 2013. She is a Lecturer in the Practice Track with interest in technology transfer and commercialization of early-stage technologies. At Carey she has taught several courses including Discovery to Market, Biotechnology and Pharmaceuticals, Statistical Analysis, Business Leadership and Human Values and, New Product Development.



Nayoung Louie, PhD
Lecturer, Carey Business School

Nayoung Lee Louie, PhD joined the Carey Business School in 2010 to teach technology commercialization and entrepreneurship courses after completing her Bachelor of Science and doctorate in biomedical engineering at Johns Hopkins University, with a focus on brain imaging and computational anatomy.



WHO SHOULD ATTEND

- Aspiring entrepreneurs
- Healthcare, engineering and science faculty, staff, and graduate students with technological inventions or ideas they want to bring to market
- Physicians, nursing leaders, researchers, life-sciences professionals ready to make a direct impact by bringing their technology innovations to life

TUITION

\$3,800 for the 3-day course

20% discount to JHU and JHHS employees \$3,040

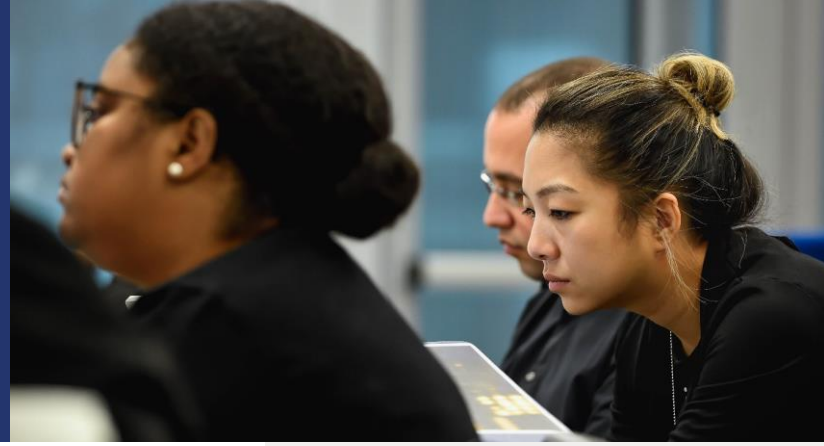
JHU employees may use tuition remission for the seminar

LOCATION

FastForward U Homewood
320 W. 29th Street
Baltimore, MD 21211

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FACULTY

Elizabeth Cho-Fertikh, PhD
Executive Education Faculty, Carey Business School

Dr. Cho-Fertikh is a life scientist turned venture capitalist with 25+ years in both fields, spanning across academia, industry, start-ups and the investment sectors. She is currently Founder of ECF Biosolutions, a life science advisory practice, a Partner at 1812 Ventures healthcare investment firm, and an angel investor member of Keiretsu Forum - Midatlantic Chapter.



Chris Jeffers, PhD
Adjunct Professor, Carey Business School

Chris Jeffers earned a PhD in biochemistry and biophysics from the University of Houston. Chris is an adjunct faculty member at Johns Hopkins University, where he teaches courses on entrepreneurship, medical device development and intellectual property.



TECHNOLOGY ENTREPRENEURSHIP

Course Agenda

MONDAY, DECEMBER 3

8:30AM-9:00AM

Registration & Breakfast

9:00AM-10:00AM

INTRODUCTORY SESSION: Participants will be introduced to the process of technology commercialization and to a project that they will be working on throughout the course

Supriya Munshaw PhD & Nayoung Louie, PhD

10:00AM-12:00PM

(Including a Coffee Break)

MARKET ANALYSIS I: Participants will learn the importance and methods of segmenting markets and how they can select an ideal target market for their technologies

Supriya Munshaw, PhD & Nayoung Louie, PhD

12:00PM-1:00PM

Lunch & Networking

1:00PM-4:00PM

(Including a Coffee Break)

MARKET ANALYSIS II: Participants will learn how to identify and define value propositions for their technologies and methods of validating these through customer discovery

Supriya Munshaw, PhD & Nayoung Louie, PhD

TECHNOLOGY ENTREPRENEURSHIP

Course Agenda

TUESDAY, DECEMBER 4

8:30AM-9:00AM

Breakfast

9:00AM-12:00PM

(Including a Coffee Break)

INTELLECTUAL PROPERTY AND LICENSING: This module will introduce types of intellectual property, how one can protect inventions and basics of licensing

Supriya Munshaw, PhD

12:00PM-1:00PM

Lunch & Networking

1:00PM-4:00PM

(Including a Coffee Break)

BUSINESS MODELS: This module will introduce various pathways to commercialization, the components of these pathways and various examples of innovative business models

Nayoung Louie, PhD

TECHNOLOGY ENTREPRENEURSHIP

Course Agenda

WEDNESDAY, DECEMBER 5

8:30AM-9:00AM

Breakfast

9:00AM-12:00PM

(Including a Coffee Break)

BUILDING A TEAM: This module will introduce participants to key considerations in building a startup team such as components of an effective team, equity considerations and contracts

Chris Jeffers, PhD

12:00PM-1:00PM

Lunch & Networking

1:00PM-4:00PM

(Including a Coffee Break)

FUNDRAISING: Participants will learn about different stages of funding, the funders at each stage and best practices to obtain appropriate funding

Elizabeth Cho-Fertikh, PhD

4:00PM-6:00PM

Happy Hour & Networking at R. House, 301 W 29th St, Baltimore, MD 21211