Are you a scientist or engineer working on research in the lab that has the potential to impact people and the environment?

Do you have little or NO prior experience on how you would even take your research beyond the bench?

Don't have a lot of time and would rather get all this information in one day?

Consider participating in the Lens of the Market® Stage 1: Research2Innovation Workshop

Sponsored by the Science and Engineering Business Association

Wednesday, January 10th, 2018

Application Link: https://www.surveymonkey.com/r/lomseba2018

What is Lens of the Market® Stage 1 Research2Innovation?

Lens of the Market® Stage 1 Research2Innovation is a 1 day workshop developed to provide teams of STEM professionals (students, post docs AND Faculty) with a rapid introduction to the vocabulary, skills, tools, and road map needed for scientists and engineers to engage in successfully translating their research into innovations. For the first time, SEBA will be offering Stage 1 on Wednesday, January 10th, 2018 as a pilot program!

What does the workshop cover?

The structure of business markets and how they relate to your research. It addresses what aspects of your research can become innovations to address market needs. During the workshop you and your team define preliminary applications and markets that could use your innovations to address market needs. You determine if your potential invention really is an innovation and whether it is a platform technology. You explore the concept of life-cycle analysis and building sustainable value. And most importantly, Stage 1: Research2Innovation provides additional skills for career success to undergrads, graduate students and post docs – regardless of the career path you take.

What can I expect to learn?

After participating in the workshop, you and your team will have a defined preliminary set of innovations and markets into which your research can be applied. You will have example value chains for example defined markets, as well as an outline of resources required for successful research to innovation translation upon which a go-forward plan can be based. And you will have a vocabulary and integrated overview of how your research weaves with market intelligence to become potential innovations – and which can act as a basis for individual career choices.

How do I participate?

You may apply using the link above. You must have 3-5 people on your team! These can be those in the same lab, or colleagues working in similar or related fields. Each teammate must apply separately.

What is the deadline? When will I be notified?

Deadline for Application Submission is November 22nd. Participants will be notified November 27th.

QUESTIONS? E-MAIL: EMERITUS@UWSEBA.ORG