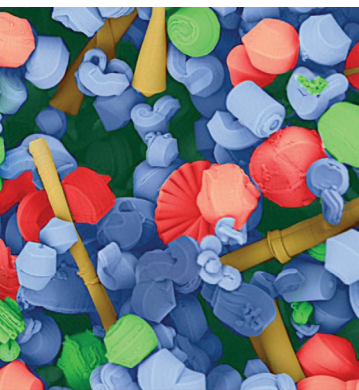


# Alumni college 2011 on Innovation = Ideas & Execution

JULY 14 - 15, 2011

Every year, the Clarkson Alumni College presents cutting-edge research and development conducted at Clarkson University addressing contemporary issues that have an impact on your life and community. This July, the Shipley Center for Innovation and the Office of Alumni Relations present a two-day seminar on Innovation = Ideas + Execution, during which participants will have an opportunity to discuss the innovation process from the "Aha" moment through commercialization with experienced innovators. This seminar will provide the opportunity to exchange ideas as well as learn about specific concepts to de-risk innovation, refine the innovation process to capture efficiencies, and build a support infrastructure. In addition, the seminar will introduce participants to the Clarkson Model for the Commercialization of Emerging Technologies which will highlight value-adding services and resources both internal to, and external of, the Clarkson Community.



One-and-a-half-day **SEMINAR ONLY**, including materials and meals: \$200.  
Additional cost for one room (double occupancy): \$55 per night.

RSVP deadline is June 30, 2011. For more information, please go to:

[clarkson.edu/alumni/alumni\\_college.html](http://clarkson.edu/alumni/alumni_college.html)

Clarkson  
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# The Shipley Center for Innovation at Clarkson University

## COURSE SCHEDULE

**Alumni College – Innovation =  
1 Part Idea +**

### 99 Parts Execution

Outline: 1½ day course geared towards understanding innovation, the process of commercialization, and executing on this process.

The following people will be among the faculty for this program:

#### **Matt Draper '02 & '03**

Deputy Director, The Shipley Center for Innovation

#### **Al Poskanzer '69**

Managing Director, Consulting, Intellectual Asset Management

#### **Gabor Forgacs**

Distinguished University Professor, Scientific Director of the Shipley Center for Innovation

#### **Greg Slack**

Director of Research and Technology Transfer

## SEMINAR SCHEDULE

### Thursday, July 14

8 – 8:45 am Registration and Breakfast  
9 am – Innovation =  
12:30 pm Ideas and Execution  
12:45 – Lunch with  
1:45 pm President Tony Collins and Karen Collins at President's House  
2 – 4:30 pm Innovation = Ideas and Execution

### Friday, July 15

8 – 8:45 am Breakfast  
9 am – Innovation =  
12:30 pm Ideas and Execution  
12:30 pm Dine With Your Dean Luncheon

## Day 1 (Thursday):

1. Innovation – what is it?
  - a. Myths of Innovation
    - i. The “Eureka” moment vs. Incremental progress
    - ii. Why these myths persist in society
    - iii. Understanding these myths as a foundation for conceptualization
    - iv. Innovation in real life – guest speaker (Clarkson University Innovator)
  - b. Working definition
    - i. Innovation as ideas reduced to practice and offered in the market
    - ii. Model of repeated iterations to reduce associated risks
  - c. Disciplined process to harness innovation
    - i. Capture the idea(s) – standard template for sharing and review
    - ii. Review feasibility – technical & business
    - iii. Establish a vision for what success looks like
    - iv. Identify proper Intellectual Property protection
    - v. Build a plan
    - vi. Identify partners based on need – who, what, where, why, and how
    - vii. Execute the plan
    - viii. Milestones for review and revision
2. Capture the Idea
  - a. Formal process – Invention disclosure
  - b. Informal process – journals, software, napkins
3. Review Feasibility
  - a. Technical – will it work?
    - i. Sources for help
  - b. Business:
    - i. Who is the customer?
    - ii. What is the Customer Value Proposition?
    - iii. How do you reach the customer?
    - iv. Does projected revenue exceed projected expenses (profitable)?
4. Vision – what role does it play in innovation?
  - a. Understanding vision
    - i. What does success look like for you?
  - b. Build the plan by working backwards
    - i. Plan = Action Steps + Execution + Accountability
5. Intellectual Property – what, when and how
  - a. Patents, Copyrights, Trademarks and Trade Secrets
    - i. Outline of each including advantages/disadvantages
  - b. When to protect your idea
    - i. Understanding the implications of certain actions
  - c. How to protect your idea – guest speaker (IP Lawyer)
    - i. What application entails
    - ii. Expected timeline of events
6. How to capture value for your IP
  - a. Start a business – guest speaker (Entrepreneurship Center)
  - b. Licensing – guest speaker (Division of Research)
  - c. Combination/hybrid

## Day 2 (Friday):

1. The commercialization process
  - a. Eating the elephant one bite at a time
    - i. Action Steps from Idea to Market
2. Build the Plan
  - a. Business Plan format
  - b. Business Plan as a living road map to success
3. Identifying and accessing key resources
  - a. What do you need?
    - i. Funding
    - ii. Consulting/Guidance
    - iii. Partners
    - iv. Customers
  - b. How can you find them? How can they find you?
    - i. Marketing your idea – guest speaker (Clarkson External Relations)
  - c. Venture Capital and Angel Investors – guest speaker (Experienced Innovator)
    - i. Expectations of return
    - ii. Negotiations and Deal Making
4. Exit Strategy
  - a. Stay true to your vision
  - b. Understand when you've carried the ball as far as you can
5. Execution – Putting it all together
  - a. Map the process from idea to first sale
  - b. Review key learning from each stage
    - i. Process to Reassess and Revise
  - c. How the Shipley Center can help
    - i. Support & Resources
    - ii. Initial successes (guest speaker – Clarkson startup business)
  - d. Get started!
    - i. Platform for follow up – Clarkson Academy
    - ii. Feedback loop

