

Technology Transfer Office, Masaryk University
and IC² institute, University of Texas at Austin

Workshop on Market-Driven Evaluation of Commercial Potential of ICT

Audience: IT students and researchers with idea
and/or technology with commercial potential

When: 14th November 2013, from 9 a.m. to approx. 4 p.m.

Where: FI MU, Botanická 68a, B517 Meeting room

Are you thinking about a start-up company and/or the commercial value of your work? Let's join a 1-day workshop and find out!

This workshop will be led by Cliff Zintgraff, Program Manager at IC² Institute, the University of Texas at Austin. Cliff graduated from Computer Science at the Trinity University and from Technology Commercialization at the University of Texas at Austin. He was the Vice President of Services at SecureLogix Corporation, a start-up company in the telecommunication security area. Nowadays he is CEO of DaVinci Minds, an educational technology company developing products and services for secondary and higher education. Prior to this role, he was a software developer, team lead and development manager at EMED, a developer of hospital to home teleradiology systems.

Training Session Content:

1. Session Introduction to Market-Driven Technology Transfer and Commercialization
2. Introduction and Philosophy: Methods for rapid market engagement
3. Describing your technology for the market
4. Interviewing market stakeholders and working the network
5. Identifying your commercialization stage and crucial next steps
6. Market analysis through segments and product attributes
7. Getting started on your financial model

Outcomes of the training:

The participants will receive an initial understanding of the Quicklook method and will create early work products to assist in market technology assessment. They will begin to understand the mindset difference between academic research and market-driven commercialization.

*Please enroll before 11 November, at: alan@ctt.muni.cz. The event is held in English, with no interpreting.
For further information please contact: Jan Alán, phone: +420 549 493 495, e-mail: alan@ctt.muni.cz.*