These monthly clinics are driven in large part by teams of innovators that are working to move their innovation toward licensing and/or development of a start-up company.

Clinic topics include:

+ Regulatory issues
+ Understanding clinical trials
+ Reimbursement of medical care
+ Basics of a pitch deck
+ Practicing your pitch
+ Business plan basics
+ Finding your first customer
+ Licensing or strategic partnership
+ Start-up 101
+ Applying for an SBIR/STTR grant

FOR MORE INFO VISIT US:  
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OR EMAIL US:  
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Faculty, staff and students are involved in research to improve human health. Their research has the potential to lead to the development of drugs, cell therapies, medical devices, diagnostic technology and mobile applications to improve human health. However, there are barriers to effectively translating research discoveries from academia to patient benefit.

The MN-REACH team has designed a series of classes, workshops and clinics to help innovators understand the commercialization process and move their scientific discoveries closer to the marketplace/clinic.

These classes also present opportunity to meet the local business community.

This single day course includes:

+ Identifying a commercializable solution
+ Intellectual property: why it is important and how to protect it
+ Product market fit: figuring out who might buy what you have invented and why
+ Market assessment: determining who cares about what you have invented
+ Commercialization milestones and the role that regulation may play in commercialization
+ Academic roles in commercialization
+ The local “ecosystem” supporting innovation in Minnesota.
+ Resources and support for innovators in the medical realm

This bootcamp is open to anyone.

Workshop 1: Product-Market Fit
+ Customer segments
+ Value proposition canvas
+ Preparing for customer discovery

Workshop 2: Customer Discovery
+ Market definition and segmentation
+ Customer discovery methodologies
+ Project-specific application of tools and skills to implement customer discovery

Workshop 3: Pathway to Commercialization
+ FDA approval
+ Technology Adoption

Workshop 4: Market Assessment
+ Sizing a potential market using secondary and primary sources
+ Competitive assessment

Each Workshop is a half day.