CLRES 2729: idea2Impact

Course Information
Term: Fall 2017
Credits: 1

Class Meetings
Gardener Steel Conference Center, Room 209
T/Th: 9-11:00
10/3-10/26

Instructor
Babs Carryer
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Course Description
Innovation to Impact (i2I) is a practical, 8-week course that will guide you step by step through the experience of developing an innovative and entrepreneurial idea. The course is for early-career scientists (e.g., MDs, PhDs, fellows, medical students, faculty, post-docs, and graduate students) who are new to entrepreneurship and commercialization, but interested in translating research into practical applications. Each week, you will focus on one discrete stage of the translational process as you work in teams to identify a problem, analyze stakeholders, define a solution, describe its benefits, research the competition, articulate differentiators, and create an action plan.

Course Format
i2I will be taught in a hybrid format. Between classes, you will complete self-paced, online modules that introduce key concepts and information. You will also meet with your team, either face-to-face or virtually. Each session, during class, your team will present specific deliverables, receive feedback from your instructor and colleagues, and engage in focused discussion. On the last day of class, teams will present their fully formed idea to an invited audience. The expected effort is 12 hours per week over four weeks: four hours of video and reading material, four hours of prep for class presentations, and four hours of class time.

Learning Objectives
By the end of the course, you will be able to:

- Explain the steps of the translational process for academic inventors.
- Clearly identify a problem that lends itself to translation, and explain its significance.
- Identify all the relevant stakeholders and their relationship to the identified problem.
- Clearly articulate the proposed solution and how it addresses the problem.
- Describe the specific benefits of the solution to all relevant stakeholders.
- Research the competition, direct and indirect, and describe what each competitor offers.
- Explain the differentiation of the solution in relation to the competition.
- Outline an action plan to take the solution forward.
**Course Content**
The course will follow the seven steps of the Pitt Translational Canvas, depicted below. Each session will focus content on a particular box, culminating in final presentations that will include all of the canvas boxes.

![Pitt Translational Canvas Diagram]

**Course Instructor**
Babs Carryer, MPM, is Director of Education and Outreach for Pitt’s Innovation Institute. Babs is a serial entrepreneur, writer and educator. She blogs about entrepreneurship on NewVenturist. She has taught the new technology commercialization class, From Benchtop to Bedside (B2B), since inception. Babs taught entrepreneurship and helped to build the entrepreneurial ecosystem at CMU for 15 years. Previously Babs was director of training and faculty development at VentureWell, formerly the National Collegiate Inventors and Innovators Alliance. Babs is President of Carryer Consulting and co-founder of LaunchCyte, with a portfolio of five companies, four of which are in the life sciences. Babs has a Masters in Public Management (MPM) from Heinz College at CMU, and a BA from Mills College in CA. She is a published author of startup mystery novels.

**Course Materials**
All of the videos and readings for this course, both required and optional, will be available in CourseWeb.

**Course Requirements**
**Attendance:** Class attendance and active participation are essential in this course. Everyone’s experience will be richer if you ask questions and provide constructive feedback to colleagues.

**Required materials:** There will be videos assigned as preparation for each class session. Please view them prior to meeting with your team to prepare for class.

**Optional materials:** Every module will include a set of optional resources (videos, blogs, readings, etc.) which you should use as you see fit.
Group meetings: Your team will be expected to meet outside of class time, whether face-to-face or virtually, to prepare for class.

Presentations: Every class session, your team will be expected to present one element of your commercialization plan. In the final session, you will integrate all these elements into a pitch for your idea.

Grading
Evaluation will be based on attendance, participation, the degree to which your project progresses over the period of the course, and the quality of your interim presentations and final presentation. The relative weighting will be:

- Attendance 10%
- Participation in class 20%
- Progress 10%
- Interim deliverables (6) 42%
- Final presentation 18%

Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Content</th>
<th>Presentations</th>
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<tbody>
<tr>
<td></td>
<td>Session 1 10-3</td>
<td>Introduction How can your research make a broader impact? What are the steps of the translational process? What is the structure of this course?</td>
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<td>Session 2 10-5</td>
<td>Problem What are the steps of the translational process? What is the problem you’d like to solve? How do you know it’s a problem? Why is it significant?</td>
<td>Problem statement</td>
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<td>Session 3 10-10</td>
<td>Stakeholders Who are the stakeholders? How do they experience the problem? Who are the beneficiaries, influencers, gatekeepers?</td>
<td>Stakeholder analysis</td>
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<td>Session 4 10-12</td>
<td>Solution What is the proposed solution? What does it do? How does it work? How does it solve the problem?</td>
<td>Solution and value proposition</td>
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<td>Session 5 10-17</td>
<td>Benefits How does your solution benefit each stakeholder? How does it solve their problem? Is it nice-to-have or must-have?</td>
<td>Description of benefits</td>
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<td>Session 6 10-19</td>
<td>Competition Who are your direct and indirect competitors? What are their strengths and weaknesses? Why is there room for your solution?</td>
<td>Report on competition</td>
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<td>Session 7</td>
<td>Differentiation</td>
<td>What makes your solution different/better? What specific features, intellectual property, or other factors make it unique?</td>
<td>Identification of differentiators</td>
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<td>Session 8</td>
<td>Final Presentations</td>
<td>What is your fully formed translational idea, including problem, stakeholders, solution, benefits, competition, differentiators, and action plan?</td>
<td>Final presentation</td>
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<td>10-26</td>
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