

## **Commercializing New Technology: Not so fast !!!**

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So, you've got the greatest new thing since sliced bread! Now what can you do? Can you make any money with it? Can you protect it? Is there a business? Does it satisfy an unmet need? If so, where is the market? Perhaps someone else also has the greatest thing since sliced bread, then what? What is your business model? How much capital will you need? Can you raise that capital?

Having a great new innovation does not mean automatic business success. There is a litany of obstacles to be overcome that have nothing to do with the quality of the technology. It is important to assess the value of the technology and its probability of success in the marketplace before expending time and money to commercialize. In this session, a roadmap for commercialization will be presented along with the fundamentals of technology and market assessment.

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