



Innovation Bioscience Initiative: Introduction to Life Science Commercialization

Training and incubation initiative focused on bridging the gap between biomedical research and healthcare need.

Innovation Bioscience is a training and incubation initiative focused on bridging the gap between biomedical research and healthcare need. Life science professionals across the spectrum drive innovation and are well positioned to be domain-expert entrepreneurs filling a much-needed gap in translation and commercialization. Entrepreneurship can be an attractive career track for some, but many lack the background and experience necessary to engage with new venture creation opportunities.

Our intensive 6-week “*Introduction to Life Science Commercialization*” program takes participants working in teams through the entire product development and commercialization process. Program participants will apply key concepts toward ideating, building, and pitching novel start-up proposals to a panel of experts in the space. Additionally, course participants will build transferable skills in areas ranging from communication, leadership, team building, problem framing, and the process of testing and validating potential market-ready business opportunities. Lastly, participants will gain exposure to the vibrant start-up ecosystem of the Greater Boston area (and beyond) through guest speakers, panelists, and project mentors.

Looking ahead we see an opportunity for biomedical professionals to make a significant impact in healthcare and beyond. To realize this opportunity, we need to close the gap between basic research and the development of novel healthcare therapeutics, medical devices, and diagnostics among others. Through an intense experiential training program and project driven approach, we seek to provide biomedical researchers and clinicians (among others) with the training and resources needed to help bridge the research bench to patient bedside.

Program information sessions going on July 13, 2017 and July 27, 2017 please email us for event details.

Program Schedule

Week 1

- Course introduction
- What is lean venture creation
- What is a lean canvas

Week 2/3

- Lean Canvas deep dive
- Validating innovation
- Market due diligence

Week 4

- Customer discovery
- Validated learning

Week 5/6

- The Art of Pitching
- Business communications

Final Presentations

- Final 5-Minute Pitch presentations
- Program close

Contact Us

Munevar & Associates, Inc
45 Prospect Street
Cambridge, MA 02139

Phone
(800) 975-6853

Web Page
www.munevarassociates.com

E-mail
inquire@munevarassociates.com