



Light the bulb SM

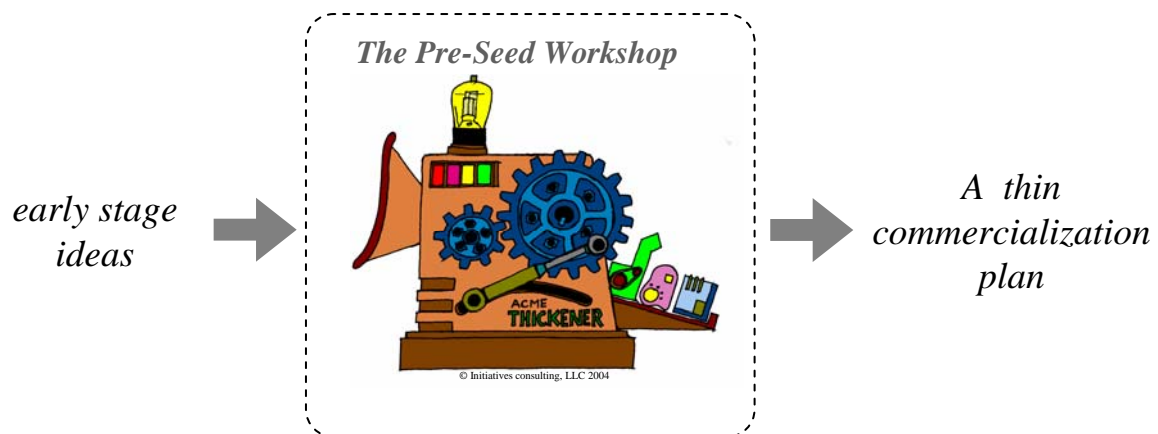
Pre-Seed Workshop

*For **High-Tech Ideas**
that think they may want to become
Start-Up Companies SM*

What is it? A workshop designed to investigate very early stage ideas; assessing their potential as the foundation of a start-up business, licensing opportunity, or new product within an existing business.

What's the format? Idea-teams complete two, intense 1-day sessions separated by 1-week of “homework”.

What's an “Idea-Team”? Teams are created around a central technology, product, or business idea. Each team, at minimum, contains a champion, a technologist, an MBA student, and a local start-up coach.



For more information:
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The workshop helps Idea-Teams answer three questions:

1.

Idea assessment

“Is the idea worth pursuing?”

- Simply stated, what is your product?
- Are there future applications and products?
- Who will buy this product and how much will they pay?
- Can this company make any money?
- How is the world surviving without your product today?
- How is it novel? Why is your product going to be better?
- How “protectable” is your idea?
- How will you get your product all the way to the end users?

2.

Entrepreneur’s assessment

“What should my role be?”

- Do you understand *The Bumpy Road to a Start-up Company*?
- Can you keep your day job? (OTT/University relationship options)
- So you think you want to be an entrepreneur?

3.

Next steps

“What should I do after the workshop?”

- Where do I get money?
- Where do I get help?
- What are my next priorities?
- What kind of company should I form (Optional module)
- How can my university help me (Optional module)

Why this is a unique approach to idea-stage commercialization:

- ✓ Directly applicable to the *pre-seed* stage.
- ✓ Advances real opportunities; starts real “pre-seed” companies.
- ✓ Matches dedicated, hands-on coaches to idea-teams.
- ✓ Coalesces community support:
Technology, coaches, economic development, sponsors...
- ✓ Unique workshop format:
 - 80% hands-on; only 20% lecture.
 - Dynamic, fast-paced format
 - “Through the week” homework.
 - Educates *technologists* to *business* requirements.
 - Includes *experiential* learning around entrepreneurial fortitude.
 - Includes content from local experts.

**Proven
format**

“A head-on, hands-on way to address tech-transfer!”

Roger Williams, Director, Tech Transfer, New York State Center for Life Science Enterprise at Cornell University

“To have such an accomplished coach dedicated to our idea for an intense 30 hours was invaluable!”

Ryan Troll, Student entrepreneur, Rochester Institute of Technology

“This is the best commercialization program that I’ve encountered anywhere!”

William Leonard, Assistant Professor, College of Applied Science and Technology, Rochester Institute of Technology

“The Pre-Seed Workshop fills an absolutely critical need for early-stage ideas.”

Paul Wetenhall, Executive Director, Lennox High-tech Incubator

“It was a tremendously effective way for me to envision the business aspects needed to move my technology forward.”

Lewis Rothberg, Professor of Chemistry, University of Rochester

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