You have invented a technology/method in your lab that you think may have commercial potential.

Do you know about the important next step in discovering the other existing competitive technologies/applications? Come gain expert advice on how to proceed!

This talk will cover:
- Intellectual property searches
- Expanding your thinking process about products and services
- Find competing companies and products
- What market need can your invention address?
- Find scope of industry and market for your technology
- How to access information to plan your business

...And more!

Speaker:
Garima Goel Lal, Business Research and Instruction Librarian
Hotel, Labor and Management Library, Cornell University

Garima teaches business research to those engaged in entrepreneurial activity at Cornell. An experienced entrepreneur herself with a solid understanding of business research and competitive intelligence, she developed a research guide titled "How to: New Ventures", which is linked at Entrepreneurship at Cornell's website as Fabulous Library Resources: http://guides.library.cornell.edu/businessplans

RSVP requested but not required. Bring your questions!

For more info, contact: Marla Coppolino | mlc247@cornell.edu | 607.254.6541
http://www.biotech.cornell.edu/cat/