RESEARCH-TO-MARKET

presented by the
Commercialization Academy

CU

Venture Partners

UNIVERSITY OF COLORADO **BOULDER**

COMMERCIALIZATION
ACADEMY

Research-to-Market (R2M) is a short course derived from the I-Corps program. It teaches technical inventors and entrepreneurs **how to find a market for their technology, using the process of customer discovery**.

R2M consists of three days of in-person lectures, team presentations and workshops, combined with 30 interviews done off-campus in a target industry. Over three weeks, teams will have the opportunity to meet and build connections with industry experts and mentors.

R2M requires teams of 2-4 with a technology who can work **part-time for 3 weeks** to transform their technology into a potential product.

"...lots of new contacts and possibilities in a potentially huge market...**Really opens up a lot of possibilities moving forward with our OEDIT award**"

"It drove me **out of my comfort zone** of hard technology research and **made me think more about the business side** of the puzzle"

"This type of program **seems like almost a necessity when trying to develop something from within the University**. It provided a lot of information"

Applications accepted March 1 - April 15, 2019

MAY 13-14 & JUNE 6 | 8AM-3PM

For information and application materials, contact sally.hatcher@colorado.edu