

ATVentureCenter

Continuing Adult & Executive Education

In Cooperation with

RIT (CET)

@ LEGACY TOWER, ROCHESTER, NY

Techpreneurship™ 101

**ADVANCED TECHNOLOGY
COMMERCIALIZATION
BUSINESS IMPLICATIONS
AND OPPORTUNITIES**

In-Person Lectures/Workshops

Explore the advanced technology entrepreneurial opportunities for yourself and your business through sponsored research, IP licensing from research institutions. Demystify high tech acquisition and create a new roadmap to global AT success.

**Certificate of Attendance Program
(Certificate) Technology Entrepreneurship
and Commercialization**

ABOUT THIS COURSE

This Short Workshop/Lecture Certificate Program is the first course in a new series of nine (9) courses in-person interactive adult educational program designed to create a new army of advanced technology entrepreneurs and commercialization professionals. Our new team of highly trained and certified **TECHTREPENEURS™** will work to tear down the many existing institutional internal, and external, research and licensing “Silos” and other unnecessarily complex and burdensome barriers . These artificial constraints on the entire innovation cycle are interfering not only with the process of AT™ commercialization; but they have also slowed the economic growth of our nation that works best when research freely and quickly flows from the lab to the marketplace.

Our training goal is to shift the existing paradigms that restrict technology commercialization and result in the waste of 95% of our nation’s patented advanced technology IP. We anticipate that the training we provide to of our “army” of **TECHTREPENEURS** will allow them participate in this rewarding and fast growing professional career path. This new series of courses will provide our students with enhanced skill sets that will allow our trainees to smoothly and interactively work with all the key players in this creative and complex process.

This program will look at all phases of the exciting and rewarding journey including from innovation to patenting IP; to sponsored research; to tech selection; to the performance of high tech due diligence and IP valuation; to venture creation risk analysis and IP licensing; to business concept and planning; to team formation techniques and best practices; to smart and lean venture creation and capitalization; to effective marketing and swift venture launch; to globalized planning, joint venture creation and product distribution methodologies. In addition, we will explore the world of advance technology creation and funding itself; while examining the latest fields of AT and the opportunities that each AT technology presents in our newly globalized marketplace.

While many entrepreneurship courses focus primarily on the business theories supporting AT licensing and commercialization, this program will also closely examine the underlying commercialization process itself using current real world hands-on AT ventures created by the Professor Michael Crowley, a serial entrepreneur and educator, and the highly experienced ATVentureCenter team. This program will assist individuals and corporations seeking to clearly understand the complex AT innovation, licensing and commercialization pathway that will allow our students to either create a new venture or build a new commercialization department (or reinvigorate your existing company efforts). Advanced technology commercialization is the only proven launching pad to business enterprise transformation and long-term market leadership.

The program, therefore, aims to not only help students envision a better technology future; but to also learn to lead the way beyond existing business transformations. Along this journey leading the way out of the “technology desert” we will also explore the many methodologies available for AT IP acquisition. Techtrepeneurship can be used to create new business enterprises that may ultimately achieve national and global reach for AT products and services. The goal is to demystify the commercialization process so that managers and new venture creators can start to achieve the strategic advantages that advanced technologies makes possible.

WHAT THE PROGRAM COVERS

This **Adult Education program** will provide participants with an introduction to the necessary technologies, skill components, and enablers and constraints for using AT in a business. It provides many examples where AT is already transforming customer experience, operations and business models.

It also explains the four key elements of leadership capability that make transformation possible through AT. Real-world case studies and small group interaction and analysis will guide participants as they construct a personal roadmap to gain strategic advantage from AT.



US\$400 per course (\$3,600 total)



Each course in the series will
Be in person with multiple dates
Available to accommodate all



5 hours/in class experience*

*The classes will start at 8:30 AM and end at 2:00 PM,
Continental breakfast and lunch included.

THIS PROGRAM IS FOR YOU IF:



You want to plan for the transformation AT will bring by leading a competitive business strategy within your organization, capitalizing on the skills necessary for change



You realize AT Venture Creation is a business opportunity and a strategic concern that needs to be prioritized by leaders, And that it is not exclusive to AT licensing experts



You want to create a new AT Venture or ensure your business stays relevant by exploring the opportunities for potential application of AT, backing your abilities with an RIT Certificate**

**Certificates of attendance are issued in your legal name upon successfully completing each course and also for completing the entire program according to the program completion criteria outlined during the course. No certificate will be issued to you if you do not meet the stipulated requirements for the award of a certificate.

WHO SHOULD TAKE THIS COURSE?

The AT commercialization process and the AT technology entrepreneurial venture creation profession are relatively unexamined, however, these AT skill sets are critical to all high tech manufacturing and service industries. The adoption of an AT growth oriented strategy will have a significantly positive impact on your entire business operations, your efficiency and your marketplace competitiveness in the decades ahead. If any current, or future technology entrepreneur, or executive or technologies in your company would benefit from an increased ability to coordinate and control aspects these highly important aspects of global technology competitiveness, this program is for you. Whether you're a middle manager, senior manager, entrepreneur or a researcher with an existing company, or a new business owner, this program will help you identify how AT sponsored research, licensing and commercialization could substantially update your organizational plans, while allowing you to better understand how to capitalize on the vast number of commercialization opportunities AT provides.

Don't wait for your customer to ask you for new technology innovation. Lead your industry. As they say the view from behind never changes. If you're involved in the field of operations, this program will help you have a direct impact on production strategy using AT. This program is also aimed at those in more technical roles who would like to take on a more entrepreneurial style of leadership or managerial role in implementing a unique and effective business strategy for their organization. The program's real world oriented teachings are transferable across a multitude of industries, helping you have a greater influence with in your organization.

“At RIT and the ATVentureCenter we are totally focused on transformative business strategies and opportunities that are available to well-trained AT commercialization and technology entrepreneurship leaders.”

WHAT YOU WILL LEARN

This educational program integrates rich infographics and course notes. There are opportunities for collaborative group learning through discussion forums to provide participants with a complete overview of the field AT in business contexts, including emerging and innovative technical entrepreneurship topics. The following courses will contribute to the advantages of an interactive approach to learnings:

ORIENTATION

WELCOME TO THE WORLD OF TECHTREPNEURSHIP

In our first course, you'll be welcomed with a personal handshake and then you'll get introduced to the full spectrum of AT entrepreneurship and commercialization; along with a deep-dive into an analysis of a current medical AT technology that is a true game changer. You will connect with the RIT/ATVentureCenter team but also get to know your fellow students while exploring the potential opportunities within the AT universe. Be alerted to key licensing opportunities that are available to you along the pathway to the success by picking AT winners.

You'll be required to complete your student profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

COURSE 1

TECHTREPNEURSHIP 101

Will Your Manufacturing Technology or Service Firm "Own the Future" or Be Swept Away Like Tumbleweed in a "Technology Desert." Understanding the Basics of AT Entrepreneurship - a Proven Pathway to Allow You to "Own the Future"

COURSE 2

TECH SELECTION: The winning strategy.

Utilizing a risk based approach this course will teach you how find and select technologies with amazing potential for commercialization opportunity

COURSE 3

Building the "Fearless" Team: And all that jazz.

Understanding the art and science behind Entrepreneurial Thinking.

Find out more about

**THE RIT
COLLEGE OF
ENGINEERING
TECHNOLOGY**



COURSE 4

Demystifying Sponsored Research and Corporate Commercialization

Sponsored research allows for the development of tech solutions hand-in-hand with the labs, R&D centers, institutes and universities.

COURSE 5

Commercialization Licensing - capital formation strategies

Advanced technology licensing is a successful way to get a head of the game. This is an excellent opportunity to develop a new company. In the process of commercializing tech an organization must also consider whether to raise capital through external investors, crowdfunding or licensing agreements. This course will walk you through every different avenue of capital formation.

COURSE 6

How to develop a persuasive global licensing and marketing plan

Create a global strategy for the implementation of AT using proven licensing techniques.

COURSE 7

Manufacturing Quality: The Secret Sauce of Success

As with any new business launch, lightning speed allows you to get to the market; however, quality gives you long terms success after arrival.

COURSE 8

Due Diligence: IP and Competitive Analysis

When launching an AT startup or when looking at developing a new IP strategy; a thorough understanding of the basics of proper global due diligence. Analytics is an essential component to success. This course will teach you the basics of patents analysis and how to protect your IP.

COURSE 9

CREATING Min-Silicon Valleys: How to Grow GDP

Analyze the underlying AT related causes of the loss of Economic Vitality of Western NY and other regional economies. How WNY has been impacted by key tech issues and AT commercialization failures? A look back at Rochester, NY history that provides answers to today's problems plaguing our national economy.

Find out more about

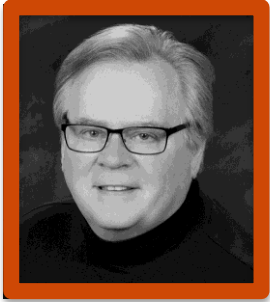
THE AT VENTURE CENTER



WHO YOU'LL LEARN FROM

YOUR FACULTY DIRECTOR

This subject matter expert from RIT and the founder of the ATVentureCenter guides the program design and will be present at each program lecture along with a variety of RIT/ATVC and industry professionals.



MICHAEL CROWLEY: Research Professor for Innovation and Entrepreneurship at RIT

Professor Michael Crowley earned his Juris Doctorate at Marquette University with his Post-Doctoral Legal education at The George Washington U. Law School in International & Comparative Law. He is Co-Founder of ATVC. An award-winning serial entrepreneur and speaker who is an international pioneer of research into AT Entrepreneurship and the role of operational venture “Fearlessness.” Michael has trained over 500 business teams and delegations of senior executives, professors and governmental leaders in the art and science of **TECHTREPNEURSHIP**. Crowley has successfully commercialized 14 advanced technologies during his career. Currently, the ATVC team is commercializing 4 new AT medical products via an exclusive license from the Univ. of Rochester and 3 new IOT devices. Michael also has a BS-BA along with his combined Marquette MBA-JD.

FACULTY MEMBERS



ERIN CROWLEY

Erin Crowley is an RIT and Toyota trained lean manufacturing and quality system Mechanical Engineering Auditor and Trainer at RIT. She is also the Co-Founder and Managing Director of ATVC focused

on creating a new generation of engineers fully trained in the Toyota Way gospel. Erin has performed ISO Quality Audits and consulted with at over 200 global manufacturing firms. She has also lectured extensively locally at RIT, and nationally and internationally in the EU on Quality Auditing and the pathway to ISO Certification. She is deeply steeped not only in the theory of, but the practice of, technical entrepreneurship.



FRANK RAZAVI

Frank Razavi, MS-EE, MBA is the ATVC Director of Commercialization and Licensing. He oversees the Center’s IP analysis and licensing strategy. Prior to joining ATVC, Frank worked as the Director of Business

Development- Licensing at Purdue Research Foundation’s Office of Technology Commercialization. In this role, he evaluated the commercial potential of Purdue University’s technologies and research outcomes, developed and implemented associated commercialization strategy, and led the negotiation of IP transactions with startup, corporate, and government partners. Throughout this process, he worked closely with Purdue faculty, staff, and students to mentor them on the technology transfer process and helped them create new university technology-based startup companies. He further acted as a liaison and engagement leader between the scientific, legal, and business community creating sustainable academic-industry partnerships.

A POWERFUL COLLABORATION

RIT CET Executive Education is collaborating with Professor Michael Crowley and his ATVC team to create a new hands-on real world oriented educational experience — one that is higher-touch, intimate, and personalized for the working professional.

WHAT IS RIT CET?

The RIT is one of the world's leading technology schools, emphasizing innovation. As a collaborative community, the College of Engineering Technology (CET) is a leader in interdisciplinary, and international career-focused education; experiential learning; applied research; and scholarship. We apply our unique values to undergraduate and graduate programs in technology; service, and applied science, preparing individuals to thrive in and contribute to an ever-changing global society. We enroll 1/5th of all students at RIT.

RIT CERTIFICATE OF COMPLETION

This program offers you the opportunity to earn a certificate of completion from one of the world's leading technology schools – the Rochester Institute of Technology – College of Engineering Technology. Your certificate will be issued in your legal name and couriered to you, at no additional cost, upon successful completion of each course, or in the case of your completion of the entire Technology Entrepreneurship and Commercialization Program, as per the stipulated requirements of attendance. Each course counts towards your RIT – ATVC Executive Certificate.

NOTE: The terms **TECHTREPENEUR**, **AT** and **TECHTREPENEURSHIP** are Trademarks of ATVentureCenter.



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