

## Penn Wharton Commercialization Workshop

*The following is a sample curriculum of the Penn Wharton Commercialization Workshop based on the 2017 course offerings.*

### Day 1

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#### **Product Design and Development**

This session will be led by Karl Ulrich, Wharton's Vice Dean of Innovation. Karl is a serial entrepreneur and has taught product development at MIT and Wharton for over 25 years. He also has written one of the best-selling product development textbooks.

#### **Techniques for Generating and Evaluating Opportunities**

Ethan Mollick teaches entrepreneurship at Wharton. Ethan has worked with organizations from DARPA to General Mills and has done extensive research on crowd-funding and early stage entrepreneurship.

#### **Innovation and Innovation Tournaments**

This session will look at research and innovation from a process perspective. Christian Terwiesch, Co-director of the Mack Institute, will define concepts such as innovations and innovation tournaments, and will also discuss ways in which organizations can improve their innovation processes.

### Day 2

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#### **Needfinding**

While the world talks about Big Data, we believe that a lot can be learned from small data – a very careful observation of how potential users experience the needs we try to address with an innovation. Sara Rottenberg directs the Integrated Product Design program at Penn and has a background in anthropology.

#### **Developing the Business Model**

To commercialize IP, we need to do more than just fulfill needs. We need to come up with a business model. But what is a business model, and how do you design one? David Hsu, professor of Entrepreneurship at Wharton, will discuss this during his session.

#### **Discovery-Driven Planning**

Every new venture has to answer two questions: "Can we build it?" and "Will they buy it?". These questions correspond to technology and market risks that we have to overcome to be successful. Christian Terwiesch will discuss how to execute a project facing these risks.

#### **Communicating the Venture / Making a Pitch**

Chances are that you are excited about your new venture – but can you get others excited? Ethan Mollick will talk about what it takes to provide a convincing pitch.

## Day 3

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### **Building a Team**

At some point, you will have to build a team around your idea because you require additional skills or just because you need to ramp up capacity. Laura Huang from Wharton will discuss some best practices related to managing human capital.

### **Fundraising**

Luke Taylor from Wharton's Finance Department is an expert in venture capital. He will discuss what to look out for when negotiating with VCs.

### **Legal Aspects of Entrepreneurship**

We might not like it, but as entrepreneurs, we have to deal with certain legal questions. At what point should we incorporate? In what form? Robert Borghese discusses these and many more questions.

### **Intellectual Property**

A big question, especially with ventures commercializing science, is how to protect and manage the intellectual property. Cynthia Dahl from the Law School will discuss how to deal with IP.