

Penn Wharton Commercialization Workshop

THE WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA
MACK INSTITUTE FOR INNOVATION MANAGEMENT

May 10-12, 2018

	Thursday, May 10	Friday, May 11	Saturday, May 12
8:30-9:00 a.m.	Introduction: Innovation as a Process Christian Terwiesch	Breakfast	Breakfast
9:00-10:30 a.m.	Opportunity Recognition and Evaluation Tyler Wry	Needfinding Sarah Rottenberg	Entrepreneurship in an Academic Environment Nalaka Goonerate
10:45 a.m.-12:15 p.m.	From Idea to Exit: Yodel Case Study Kartik Hosanagar	Intellectual Property Issues Cynthia Dahl	Communicating the Venture/ Making the Pitch Ethan Mollick
12:15-1:15 p.m. (Lunch)			
1:15-2:45 p.m.	Strategic Partnerships Saikat Chaudhuri	Legal Aspects of Entrepreneurship Robert Borghese	Disruptive Innovation Christian Terwiesch
3:00-4:30 p.m.	Fundraising & Financing Strategies Luke Taylor	Legal Aspects of Entrepreneurship Part 2 Robert Borghese	Conclusion to Program

For questions, please contact Joe Nebistinsky
Associate Director, Mack Institute
jneb@wharton.upenn.edu