

Market-Focused Research Workshop Series

May 7th & 14th, 2021



At a Glance

Overview	The Market-Focused Research Workshop Series is a two-day program covering topics such as market/technology assessments, design thinking, intellectual property, effective communication, and commercialization strategies to support your research, research partnerships, and commercialization /start-up formation activities
Why Should I Attend	<p>Participants will learn the skills necessary to conduct a critical assessment of their research/start-up idea in terms of commercialization potential and value from the perspective of a customer/end-user. Further, participants will learn about intellectual property and its importance in advancing research to the market, how to effectively communicate their research to non-academic audiences, and about factors and strategies that can increase the chances of a successful knowledge mobilization or commercialization outcome</p> <p>The implementation of the skills learned during this workshop will help participants in writing grant applications and in finding industry partners for research collaboration, knowledge mobilization, or commercialization. Participants will have a greater awareness of intellectual property and will be better prepared to discuss their research and work with industry</p>
Who Should Attend	Graduate students, post-doctoral fellows, and faculty members conducting research in fields in which knowledge mobilization or commercialization of the research outcome is likely or who have a start-up idea
Venue	Remote – via Zoom or MS Teams
When	May 7 th and 14 th (9am-4pm)
How to Register	https://fs29.formsite.com/QU-OPI/f1ne0psmbb/index.html
Number of Attendees	Limited to approximately 30 participants
Pre-requisites	None, but participants may gain more out of the program if utilizing an existing or planned research project (or start-up idea).
Micro Credential	Participants will receive a proof of certificate.

Program Summary

Before starting a research project that has knowledge mobilization or commercialization potential, a research group should think about the 'problem' to be solved in relation to the needs/wants of the marketplace or end user. Thinking about commercialization earlier in the research project will improve the research outcome's commercialization potential - as factors important to successful commercialization will have been identified and addressed during the research project.

To assist with this, Queen's Partnerships and Innovation has created the Market-Focused Research Workshop Series, a professional development course for graduate students, post-doctoral fellows and faculty with an interest in learning new skills that can improve outcomes in commercialization, knowledge mobilization, partnership formation, research funding, and interactions with non-academic stakeholders. Participants will learn skills related to market/technology assessment, design thinking, intellectual property, communication, and strategies/considerations for technology commercialization.

The skills developed during this course are valued by both academia and industry and will be helpful in the preparation of grant applications, identifying partners/collaborators and expanding networks, managing intellectual property, and facilitating knowledge mobilization. Exposure to these topics may help graduate students or post-doctoral fellows identify a career path outside of academia (e.g. entrepreneur, market research, scientific liaison, licensing, patent agent and other roles that benefit from a graduate degree).

Expected outcomes include more successful grant applications, increased potential for partnerships with industry, increased awareness of Queen's University research, and an increased understanding of intellectual property and commercialization considerations.

This workshop series is for graduate students, post-doctoral fellows and faculty members with new or ongoing research programs with commercialization and/or partnership potential. The workshop series will be offered as an intensive two-day offering. The objectives of the program are to provide participants with the skills necessary to conduct a critical assessment of their research project in relation to the needs of the marketplace or end user, to improve their understanding of intellectual property, to develop effective communication strategies, and (if of interest) explore commercialization pathways.

Participants will learn to supplement their literature review with patent searching and primary/secondary market research. Further, they will learn about design thinking and intellectual property, specifically the criteria for patentability and the concept of freedom-to-operate. Finally, participants will learn about making pitches to non-technical audiences and about different commercialization strategies and considerations.

Program Agenda

Day 1 – May 7th, 9am-4pm

Topic	Learning Objectives	Breakout Session/Assignment/Resources
Market & Technology Assessment	<ul style="list-style-type: none"> • Use patent databases and primary/secondary market research to broaden literature review. • Learn to conduct a patent search • Learn to identify and reach out to third parties (e.g. industry experts) for primary market research. • Understand commercialization potential and value proposition of expected research outcomes. • SWOT Analysis 	<ul style="list-style-type: none"> • Participants will conduct a patent search on their area of research. • Participants will prepare a SWOT Analysis of a technology/product that failed in the marketplace • Slide deck on steps to complete a market and technology assessment, together with outreach to experts/industry
<i>Lunch Break – Guest Speaker (TBA)</i>		
Design Thinking	<ul style="list-style-type: none"> • Learn design thinking as a problem-solving strategy. • Use design thinking to incorporate information received from primary market research into research/commercialization plans. 	<ul style="list-style-type: none"> • Design thinking exercise • Slide deck on the design thinking process

Day 2 – May 14th, 9am-4pm

Topic	Learning Objectives	Breakout Session/Assignment/Resources
Intellectual Property	<ul style="list-style-type: none"> Understand types of intellectual property (utility patents, industrial design patents, trademarks, copyright (including software), trade secrets (including research data)) Learn about the importance of intellectual property in technology development/commercialization; and the process of preparing, filing and prosecuting a patent application. Learn about patentable subject matter, novelty, non-obviousness, utility, impact of prior publications/public use, and inventorship. Learn about infringement and the interpretation of claims. Learn about IP considerations in agreements/contracts used when interacting or collaborating with industry 	<ul style="list-style-type: none"> Assess the potential infringement of a Queen's patent. List of references related to intellectual property
<i>Lunch Break</i>		
Communication	<ul style="list-style-type: none"> Learn effective strategies for communicating technical subject matter to non-technical audiences. Understand the importance of creating context and summarizing key points under a research project Learn about pitching a technology and/or a start-up idea. Understand and answer questions received during a presentation or pitch session. 	<ul style="list-style-type: none"> Prepare and deliver concise summary of a research project or startup pitch (2 – 3 minutes). Slides on effective communication and creating a pitch deck.
Commercialization Strategies	<ul style="list-style-type: none"> Understand activities needed to advance a technology from the lab to the market. Learn about common technology development activities, technology readiness levels, and commercialization factors to be considered during the research phase. Understand the scope of product development activities (manufacturing, regulatory, etc.) need commercialize research 	<ul style="list-style-type: none"> List of resources to obtain funding – government, angels, venture capital, not for profits, foundations, and advocacy groups. Slack channel to network with co-participants and Queen's team members

