INVENTION TO INNOVATION

"The i2I program gave me the opportunity to learn business and entrepreneurship in fundamentals in an approachable format with a diverse network of innovators."

– Matthew Dahabieh, PhD
CSO, Renaissance BioScience

"Through the i2I program, I came to realize that, while I understood pre-clinical drug development and clinical trials, I knew nothing about taking a medication and getting it into market. If this was available when I did my PhD, I would have been an entrepreneur already."

– Anat Feldman, PhD
Senior Business Development Officer, STEMCELL Technologies

Invention to Innovation (i2I) helps scientists and engineers develop their entrepreneurial mindset so that they can refine their innovation idea, overcome marketplace challenges and commercialize their inventions. The programming uniquely addresses the high uncertainties, costs, challenges and long timeframes that generally face science-based ventures.

You will be exposed to theory and frameworks that are integrated with real-world examples to help you with your decision-making process in prioritizing R&D objectives, initial market selection, and early stage choices to help you manage uncertainty. You'll also have the opportunity to learn skills such as opportunity assessment, innovation management, creating business models, creating financial projections and leadership fundamentals.

Through our cohort model, you will gain a close network of innovators, innovation researchers, as well as experienced marketing, IP, and investment practitioners. In addition, we connect you with mentors and incubators so that you can launch into the innovation ecosystem with confidence.

By the end of your studies, you'll speak the language of business, and have gained the capabilities to unlock value from your invention. Specifically, you'll know how to define your idea in the market, use IP strategically, attract investors, manage under uncertainty, and articulate the value of your innovation.

WHAT WILL YOU LEARN?

- Gain proficiency in frameworks and skills relevant to science technology commercialization
- Clearly communicate the technology attributes of your innovation idea
- Match your technology to prioritized market opportunities, including backup and growth options
- Articulate a strong value proposition
- Develop an IP Strategy that is consistent with value creation and capture
- Validate your business model – test and retest assumptions & hypotheses
- Develop proficiency in reading, interpreting, and creating financial statements
- Create resourcing plans to make real-world positive impact with your scientific invention

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WHERE WILL IT TAKE YOU?

THERE ARE THREE PATHS:

- **Scientist-Entrepreneurs** – You want to found well-provisioned science-based spin-offs. By participating in the programming, you can improve your chances of success by learning how to create and capture societal and economic value.

- **Champions of Innovation** – Your aim is to increase science-based innovation in Industry. i2I will empower you to lead new product development initiatives, and serve as a bridge to novel university inventions.

- **Translational Scientist/Knowledge Mobilization** – You are interested in mobilizing knowledge through meaningful translational research in academia. I2I can help you have increased success in winning the translational grants for meaningful science-based research which are key to a well-funded academic lab.

PROGRAMMING

Select one of the following ways to engage in programming that will help develop your innovation skills resulting in an entrepreneurial mindset:

MITACS I2I SKILLS TRAINING PROGRAM

This non-credit, 7-month hybrid program is designed to provide entrepreneurial mindset skills training for Mitacs interns, fellows, and recent alumni. This program opens and closes with a 2-day in-person workshop while the remaining program is delivered online.

I2I GRADUATE CERTIFICATE IN SCIENCE AND TECHNOLOGY COMMERCIALIZATION

Earn university credit and receive a graduate certificate in this 11-month part-time, face-to-face cohort program delivered at the Segal Graduate School in downtown Vancouver. Graduates can use credits they earn to ladder into the SFU Management of Technology MBA program.

For more information, visit: **beedie.sfu.ca/i2i**

"The i2I program is perfect for people like me who are deeply involved in science, and who want to look for opportunities in the business world. A program like this opens your mind and teaches you that there is another world of possibilities outside of the lab."

– Elena Groppa
Postdoctoral Research Fellow
in the Faculty of Medicine
University of British Columbia
Biomedical Research Centre

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