



**i2T**

**Invention to Innovation**

**SFU** **BEEDIE SCHOOL OF BUSINESS**  
SEGAL GRADUATE SCHOOL

# A JOURNEY OF TRANSFORMATION

## ABOUT SFU BEEDIE

Simon Fraser University's Beedie School of Business has a heritage of innovation. We offered the first Executive MBA, the first Indigenous Business Leadership Executive MBA, and the first Management of Technology MBA in Canada. We are among only 1% of business schools worldwide with dual accreditation by AACSB and EQUIS, and we are ranked among Canada's leading business schools.

Today, SFU Beedie has more than 25,000 alumni in 83 countries. SFU Beedie's Segal Graduate School offers nine graduate programs delivered through the Segal campus in downtown Vancouver and a state-of-the-art SFU campus in Surrey.

## BRING YOUR IDEAS TO LIFE

The one-year Invention to Innovation program provides frameworks and skills for research scientists to commercialize their inventions. It also prepares students to contribute to new product development and commercialization in industry.

In this program you will:

- Validate your business model – test and re-test business assumptions and hypotheses
- Gain proficiency in frameworks and skills relevant to science technology commercialization
- Develop a network within our regional technology ecosystem
- Develop an entrepreneurial pitch
- Create a polished business plan for commercialization of a novel product or service
- Develop perspective and terminology to write translational sections of grant applications

*"The ability to communicate with investors and entrepreneurs, and with partners who don't have a background in science, is critical for commercial success. The i2I program helped me learn to value my technologies appropriately and to identify market opportunities and their associated risks and uncertainties."*

– Finlay MacNab, i2I Alumnus

# WHAT YOU LEARN

In our i2I program, you will have the opportunity to learn skills such as opportunity assessment, market prioritization, innovation management, profiting from uncertainty, finance, leadership, and how to develop and validate a business model.

The program is offered online with both synchronous and asynchronous sessions. Students will have the opportunity to practically apply the knowledge and skills gained in the program to their research.

## COURSE OFFERINGS:

- Lab to Market
- Opportunity Identification and Assessment
- Financial Literacy for Entrepreneurs
- Business Models
- Leadership and Managing Teams
- Financing the New Venture
- Business Plan I & II

*\* Students who successfully complete the i2I certificate and decide to pursue the MOT MBA afterwards, may qualify to have some courses in that program waived. See page 9.*

## CONNECT

To connect with one of our team members, please contact us at [i2i@sfu.ca](mailto:i2i@sfu.ca).

*"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, i2I Alumna Postdoctoral Research Fellow in the Faculty of Medicine at The University of British Columbia Biomedical Research Centre*



# IS i2I THE RIGHT FIT?

The i2I program is designed to find talented science-based university spinoffs, increase science-based innovation in industry and increase meaningful translational research in academia.

## THE THREE PATHWAYS ARE:

### 1

#### SCIENTIST-ENTREPRENEUR PATH

Enhance your chances of success, and capture as well as create societal and economic value.



Ben Britton dreamed of one day starting his own business. But he never imagined he would realize his dream by making a breakthrough in renewable energy while working on his SFU PhD project. Through i2I, he learned how to commercialize the clean-tech, which holds major promise for the fuel-cell electric vehicle industry as the most affordable hydrogen fuel cells produced at scale. Today, Britton leads a clean-tech, advanced materials company he co-founded. In less than three years, he has raised more than \$12 million for the company from private investors and government grants.

– Ben Britton, *Chief Strategy Officer, Ionomr Innovations Inc.*



While completing his PhD in mechanical engineering, Omar Ibrahim co-invented a biodegradable battery to help address the hazardous waste issue surrounding these ubiquitous consumer products. This sparked his interest in learning more about how he could successfully take scientific innovations to market. Through the i2I program, he developed an entrepreneurial acumen and now has the confidence to adapt research commercially to solve everyday problems. Today, Ibrahim leads the research and development division at an early-age startup.

– Omar Ibrahim, *Vice President of Research and Development, Ziran Biopharmaceutical*

### 2

#### CHAMPIONS OF INNOVATION PATH

Lead new product development initiatives, and be the bridge to novel university inventions.



After spending most of her career as a biochemistry researcher, Anat Feldman, who is well versed in pre-clinical drug development, grew an interest in better understanding how scientific research can be commercialized. Through i2I, she gained a broad business toolkit to view science-focused innovations through a business lens. This gave her the confidence to successfully build and pitch business cases that are appealing to potential investors. Today, Feldman helps her employer find business opportunities for scientific research.

– Dr. Anat Feldman,  
*Senior Business Development Officer, STEMCELL Technologies*



Rahul Singh was looking to take his research expertise in microbiology and genomics and make a meaningful impact outside of the lab and academia. Through i2I, he learned to go beyond just thinking about creating advanced knowledge by also understanding how research can be commercialized and turned into innovative solutions for problems impacting everyday people. Today, Singh leads the forestry portfolio at Genome BC and helps researchers and other stakeholders create solutions for current and future sector challenges, such as climate change.

– Rahul Singh, *Sector Manager, Agrifood and Natural Resources, Genome BC*

### 3

#### TRANSLATIONAL SCIENTIST/ KNOWLEDGE MOBILIZATION PATH

Increase success in winning translational grants to fund meaningful science-based research and / or develop a well funded academic lab.



After having experienced the growing pains that go along with developing several innovations that failed to gain market traction, Finlay MacNab wanted to better understand the world of science-based innovation from a business perspective. Through i2I, he gained a holistic understanding of how innovations are brought to market and how to avoid his past pitfalls. Today, MacNab has already generated two new patents while he completes his PhD in chemistry. He also serves on the InnovateBC Ignite panel, which helps support industry partnerships with university researchers through \$2.5 million in annual innovation grants.

– Finlay MacNab, *SFU chemistry PhD candidate, Inventor*



Lupin Battersby wanted to make a tangible difference in the lives of others with her expertise in healthcare research. Through i2I, she developed an acumen for commercializing scientific technology. This gave her the confidence to build successful business cases for scientific research that can help make an impact on others, which led her to utilize her new skillset at Fraser Health, where she was promoted to help clinicians and decision-makers on process improvement projects that impacted the quality of patient care in BC. Today, Lupin is SFU's Knowledge Mobilization Officer supporting researchers in the science and practice of knowledge mobilization.

– Lupin Battersby, *Knowledge Mobilization Officer, SFU*



# VENTURE PITCH

The Invention to Innovation program culminates with the Venture Pitch Competition in which graduating students present their emerging and product ready venture pitches. A panel of judges who are angel investors, IP experts, and successful serial entrepreneurs push the scientist-entrepreneurs on their value proposition and potential to make an impact with their venture.

The i2I cohort finalists present their investment opportunity to the broader innovation ecosystem at this event.

Through the Invention to Innovation Venture Pitch, scientists grow into more business-savvy scientist-entrepreneurs who know how to attract investors, commercialize their inventions, and sell the value of their product or service.

# WORLD-CLASS FACULTY

*“Our small class size enables you to get to know your instructors well. They have the real-world experience in a range of roles and industries needed to help students emerge as leaders.”*

— Elicia Maine



**Elicia Maine** (PhD, University of Cambridge; Masters, MIT)

PROGRAM FOUNDER OF THE I2I PROGRAM, THE W.J. VANDUSEN PROFESSOR OF INNOVATION & ENTREPRENEURSHIP, AND ASSOCIATE VICE-PRESIDENT, KNOWLEDGE MOBILIZATION AND INNOVATION (AVPKMI)

Elicia Maine is the Program Founder of the Invention to Innovation (i2I) Program and the W.J. VanDusen Professor of Innovation & Entrepreneurship at the Beedie School of Business at Simon Fraser University. Maine was the founding educational coordinator for New Ventures BC, was awarded the 2017 TD/Canada Trust Distinguished Teaching Award, and was recognized as the 2021 BC Top Cleantech

Educator. She serves on the Board of Directors of the Foresight Cleantech Accelerator and of Innovate BC's New Ventures BC, and is actively involved in innovation initiatives and in mentoring scientist-entrepreneurs. She holds a PhD in Technology Management & Materials Engineering from the University of Cambridge, Master's degrees in Technology & Policy and Materials Engineering from MIT, and a BSc in Materials Engineering from Queen's University.

# PROGRAM REQUIREMENTS

When you graduate from our i2I program, you'll have the frameworks, perspective and techniques needed to contribute to new product development and commercialization in industry, whether for an existing firm or start-up venture. And, you'll establish an invaluable network of industry leaders.

Here's what it takes to get into the program.

## APPLICATION PROCESS

- Complete the online application form
- Required supporting documents:
  - Official graduate student transcripts
  - A letter of reference from your supervisor. In the case of a faculty member, a letter of reference from a colleague.
  - Resume
  - An Innovation Statement
- Interview for shortlisted candidates

## ADMISSION REQUIREMENTS

- Completion of a graduate program in science, engineering, health or environmental sciences. Similar credentials will be considered on a case by case basis.

## FUNDING

The majority of students receive funding to help finance the i2I program. The following opportunities are available:

- The Commercialization Strategy award comes with funding packages up to \$15k for the supervised development of a business plan to commercialize a university invention.
- Scholarships. There are several entrance awards and grants available as well through the university.

## TUITION

Domestic Students (Citizens & Permanent Residents of Canada): \$11,550\* plus materials and fees.

*\*Subject to Board of Governors approval*

## CONNECT

To connect with one of our team members, please contact us at [i2i@sfu.ca](mailto:i2i@sfu.ca).

# WHAT'S NEXT?

## MANAGEMENT OF TECHNOLOGY (MOT) MBA

Some of our i2I alumni have gone on to enrol in the MOT MBA after completing the Invention to Innovation program.

As new technologies and innovations emerge every day, business practices around the globe are shifting to keep pace. Professionals who speak the language of both technology and business—and understand how they intersect and interact—are in high demand.

We developed the 24-month, part-time SFU Beedie Management of Technology MBA (MOT MBA) to meet that demand. The students in the cohort have diverse resumes,

but share a passion for technology and a desire to solve complex problems in innovative ways.

i2I graduates interested in the MOT MBA may be eligible for the following course waivers:

- Bus 754 - Marketing Technology based Products and Services (4 credits)
- Bus 764 - Financing the Organization (4 credits)
- Bus 761 - Leadership (2 credits)

If you are interested in pursuing the MOT MBA program, please contact [motmba@sfu.ca](mailto:motmba@sfu.ca) or visit [beedie.sfu.ca/mot](http://beedie.sfu.ca/mot).



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