



From Idea to Market

The Wharton School has partnered with the Office of the Vice Provost for Research to create a unique learning experience for faculty, scientists, and clinicians considering the opportunity to commercialize discoveries made at Penn by launching a new venture.

This 3-day program is based on some of the most successful teaching offerings related to innovation and entrepreneurship around campus.

WHO CAN ATTEND?

This program is designed for faculty, postdoctoral researchers, scientists, and clinicians employed by the University of Pennsylvania who want to commercialize aspects of their research. This program is available by invitation only. The selection of promising potential entrepreneurs will create a cohort of like-minded participants from across campus. The cohort experience is an important component of this educational process.

WHEN AND WHERE WILL THIS TAKE PLACE?

The program will take place May 4–6 on campus. Participants are expected to participate in all three days of the program. Sessions run from 9:00 a.m. to 4:00 p.m. with breaks for food. Lunch, coffee, and snacks will be provided.

WHAT WILL YOU LEARN?

The curriculum consists of a dozen 90-minute sessions that help you move from an idea to a new venture with each session addressing a specific piece of the journey. Session topics include creating and selecting opportunities, designing products and services, developing a business plan, all the way to pitching your venture to investors and executing your plan. Sessions are taught in an interactive format by a team of faculty from Wharton, the School of Design, and the Law School. In addition to the faculty, you will learn from a set of like-minded participants as well as from some of Penn's most successful entrepreneurs sharing their experience of launching ventures while working for the university.

Participants who complete the program will be recognized as Mack Technology Fellows.

» mackinstitute.wharton.upenn.edu/penn-commercialization/