

## Lens of the Market<sup>SM</sup> Stage 1

**Stage 1: Research2Innovation** is a 1 day workshop based on the premise that successful translation of research to innovations is predicated on researchers having both knowledge of science—a lens of research—coupled with knowledge of market requirements—a lens of the market. Since technology translation, just as most careers, requires the “soft skill” ability of team interaction, **Research2Innovation** is completed by teams and is best when there are aligned scientific themes among the teams.

**Research2Innovation** educates and informs research teams by providing them with interactive and hands on experiences throughout the workshop as participants define and become conversant in key aspects of research to potential innovation translation – all based on their own research. Participants explore key facets of translating their research into innovations and come away with an introduction to:

- Understanding markets: how they are structured and how this relates to their research;
- Determining what aspects of their research could become innovations to address market needs;
- Defining preliminary applications and markets that could use their innovations to address market needs;
- Developing value chains for example markets;
- Defining if their research is a potential platform technology; and,
- Exploring the concept of building sustainable value, brand and the role of life cycle analysis.

**Research2Innovation** outcomes: After participating in the workshop, participants will have:

- A defined first-pass set of innovations with determinations as to whether the innovations are platform technologies or stand alone innovations, and markets to which the research aligns;
- First pass value chains for a chosen market;
- An outline of resources required for successful research to innovation translation upon which a go-forward plan can be based; and,
- A vocabulary and integrated overview of how research weaves with market intelligence to become potential innovations.

**Research2Innovation** participating teams can be from academia, government labs, companies, accelerators, incubators – the key is that they are scientists and engineers with the desire to gain skills in defining how their research can become innovations which are solutions to market requirements. No prior skill at market/research alignment is required. What is learned acts as a basis for both individual career choices and building innovations that are needed by the market.

**Research2Innovation** workshops are 8 hours long with limited participant pre-work required. Each workshop can accommodate up to 5 teams of 5 people per team. The workshop includes:

- One day (8 hour) facilitated course, plus 1+ days (~10 hours) preparation time by the facilitator.
- Tailored materials printed for each participant
- Tailored presentation by the facilitator.
- At least 1 on-site facilitator.
- Pre-work preparation by facilitator including tailoring materials as required and familiarization with the participating team’s areas of research.
- A confidential website for use by the workshop teams to share information required for pre-work and any information post-workshop.
- Satisfaction and improvement survey for completion post-workshop.

---

At ecosVC® we believe effective translation of research to market solutions requires the direct involvement of the innovators—the scientists and engineers—who have created and will continue to improve the technology.

ecosVC developed the **Lens of the Market** series to build value for both Innovations—from Research to Innovation to Scale-Up—and for Innovators—from a Researcher to an Innovator. The stages respect what is core to a scientist or engineer—scientific ideas or research, not generic business concepts—and interweave the contexts of research and the market throughout the series.

Information on Lens of the Market and all ecosVC offerings: [www.ecosvc.com](http://www.ecosvc.com). For more information please contact ecosVC at [info@ecosvc.com](mailto:info@ecosvc.com).