

ด่วน! รับสมัครผู้ที่สนใจเพิ่ม (10 – 15 คน)

### From Innovation to Impact

- หลักสูตรสำหรับผู้ที่สนใจงานวิจัยที่มาต่อยอดไปสู่การประกอบธุรกิจได้จริง
- เรียนรู้หลักการเบื้องต้น ขอบข่ายและวิธีการที่เป็นปัจจัยสำคัญสำหรับการต่อยอดนวัตกรรมไปสู่การใช้จริง
- การเรียนรู้ผ่านโครงการเพื่อความเข้าใจในการระบุปัญหา โอกาสและความเสี่ยงทางธุรกิจ การวิเคราะห์ตลาด และแผนการตลาด

*This course is intended for faculty, students, post-doctoral scientists, & research staff with an interest in translation of research / innovation from lab to market.*

**Instructors:** Dr.Lerwen Liu (Adjunct Asso. Prof. NUS) & Dr. Tassaneewan Laksanasopin

**Time:** Thursday, 9:30pm – 3:00pm (9 March – 27 April)

**Location:** Biological Engineering Program

This course aims to help researchers in developing a) the mind set of goal oriented R&D towards product and application, b) skills in realizing application R&D. We adopt the experiential learning approach coupled with team work. The outcome of this course for the participants to present an innovative business proposal based on a proof-of-concept idea for developing a product and application and further going to market business model. During the course, participants will learn how to a) analyze a problem, b) identify innovation opportunities through value chain analysis, c) Intellectual property management, d) conduct market research and comparative analysis and e) understand business model through supply chain and stakeholders' analysis. Participants will also acquire other soft skills including presentation, team work and communication.

If interested, please register by **Mar 3, 2017** using the following link:

<https://goo.gl/forms/cvmp0PxYtn8xppBy1>

Feel free to forward this to others in your department, including faculty, students, and postdocs.

If you have specific questions, please contact [tassaneewan.lak@kmutt.ac.th](mailto:tassaneewan.lak@kmutt.ac.th) or 9399.

**Tentative Schedule:**

<b>Date</b>	<b>Topic</b>
9 March 2017	Introduction: Why, What and How Innovation value chains, supply chain and ecosystem
16 March 2017	Case studies: material-driven innovation and application-driven innovation
23 March 2017	Concept Generation: Problem Identification, Brainstorming, Ideation, Need Statement Development / Clarification, Market Research and Comparative Analysis
30 March 2017	Stakeholder, Market Analysis and Value Proposition Regulatory Basics, IP Basics (Patentability & Freedom to Operate)
7 April 2017	Proof of Concept, Basic Prototyping, Manufacturing Techniques/Cost/Logistics (Scale-up Plans), Path-to-Market, Business Models & Commercialization
20 April 2017	Business Model Canvas, Pitch Craft & Practice
27 April 2017	Final Presentation (Pitch Day)