

16 September 2015

# **EVMS ENTREPRENEURIAL PROCESS**

# Opportunities From....

MARKET GAPS

NEW TECHNOLOGIES

UNMET NEEDS

UNSOLVED PROBLEMS

TRENDS & CHANGES

Discovery of a Technology  
Inventor(s) Identify an Idea  
Is it:

Product or Service?

IP Only?

## Entrepreneurial Process

Brainstorm Business Ideas

**Goal:** Generate *business* ideas  
**Team:** 5-10 EVMS Internal Team  
**Output:** 1+ ideas for a business surrounding the idea

Focus Group Assessment of Business Ideas

**Goal:** Refine brainstormed business ideas  
**Team:** 3-5 **Trusted Agents**  
**Output:** Refinements to the brainstormed business ideas, new business ideas

Conduct a First Screen

**Goal:** Quickly assess the merits of the business ideas  
**Team:** 3-5 **Trusted Agents**  
**Output:** Assessments/scores for each business idea; Go / No-Go / Refinement decision

Perform a Feasibility Analysis

**Goal:** Perform a more stringent analysis of each business idea to determine viability  
**Team:** EVMS Internal Team; input from **Trusted Agents**  
**Output:** Go / No-Go / Refinement decision

Rough-out a Business Structure

**Goal:** Determine the preferred business structure  
**Team:** EVMS Internal Team + **Trusted Agents**  
**Output:** Decision to pursue external funding or bootstrap

Prepare a Business Plan

**Goal:** Explain all aspects of the new business venture  
**Team:** EVMS Internal Team; input from **Trusted Agents**  
**Output:** Vetted business plan and presentation

Present the Business Plan

**Goal:** Attain External Support & Resources  
**Team:** EVMS Internal Team + **Trusted Agents**  
**Output:** Initial Business Agreement & Funding

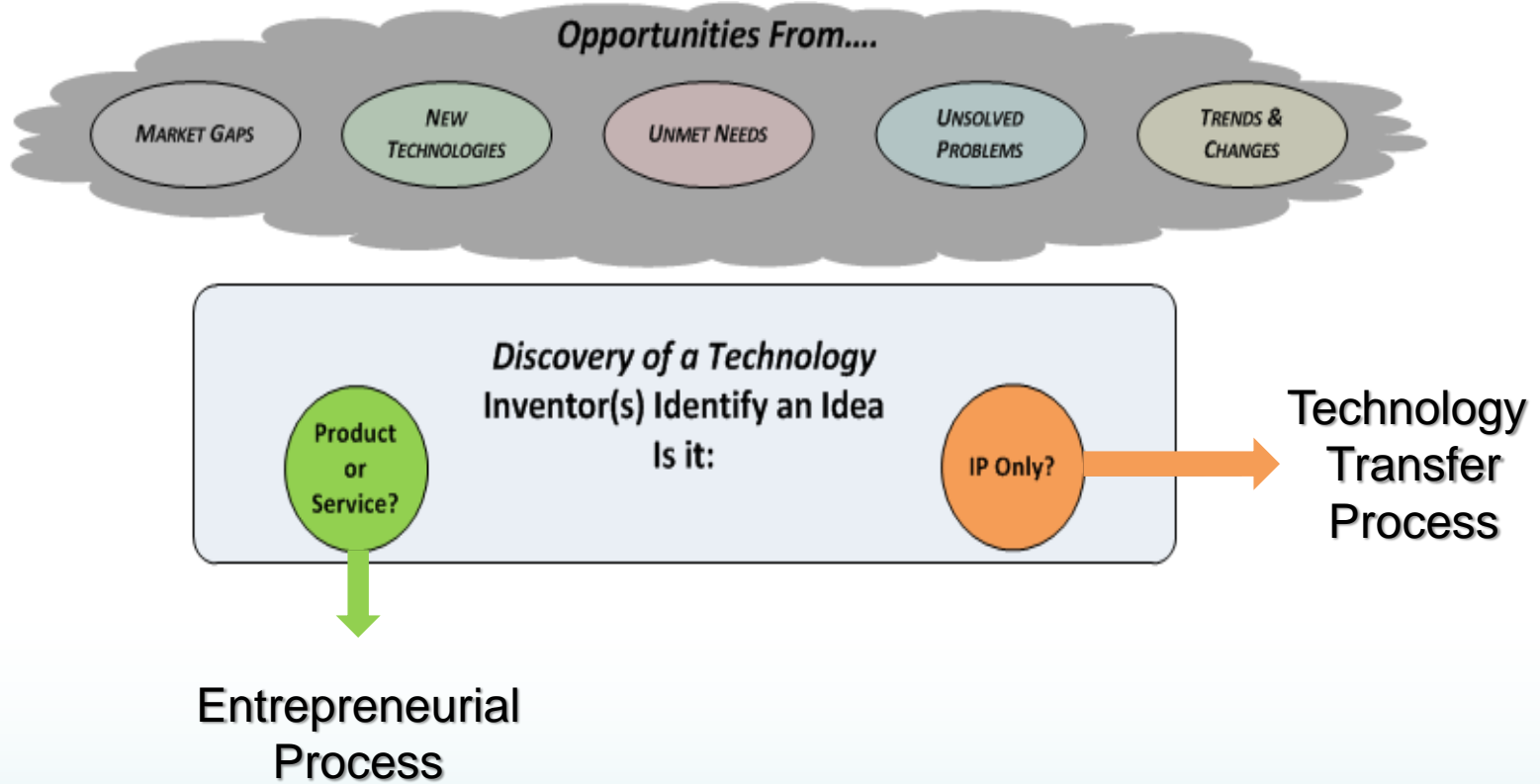
Form Business & Execute

**Internal Team**  
Inventor(s)  
EVMS SMEs  
EVMS R&D staff  
EVMS BD staff

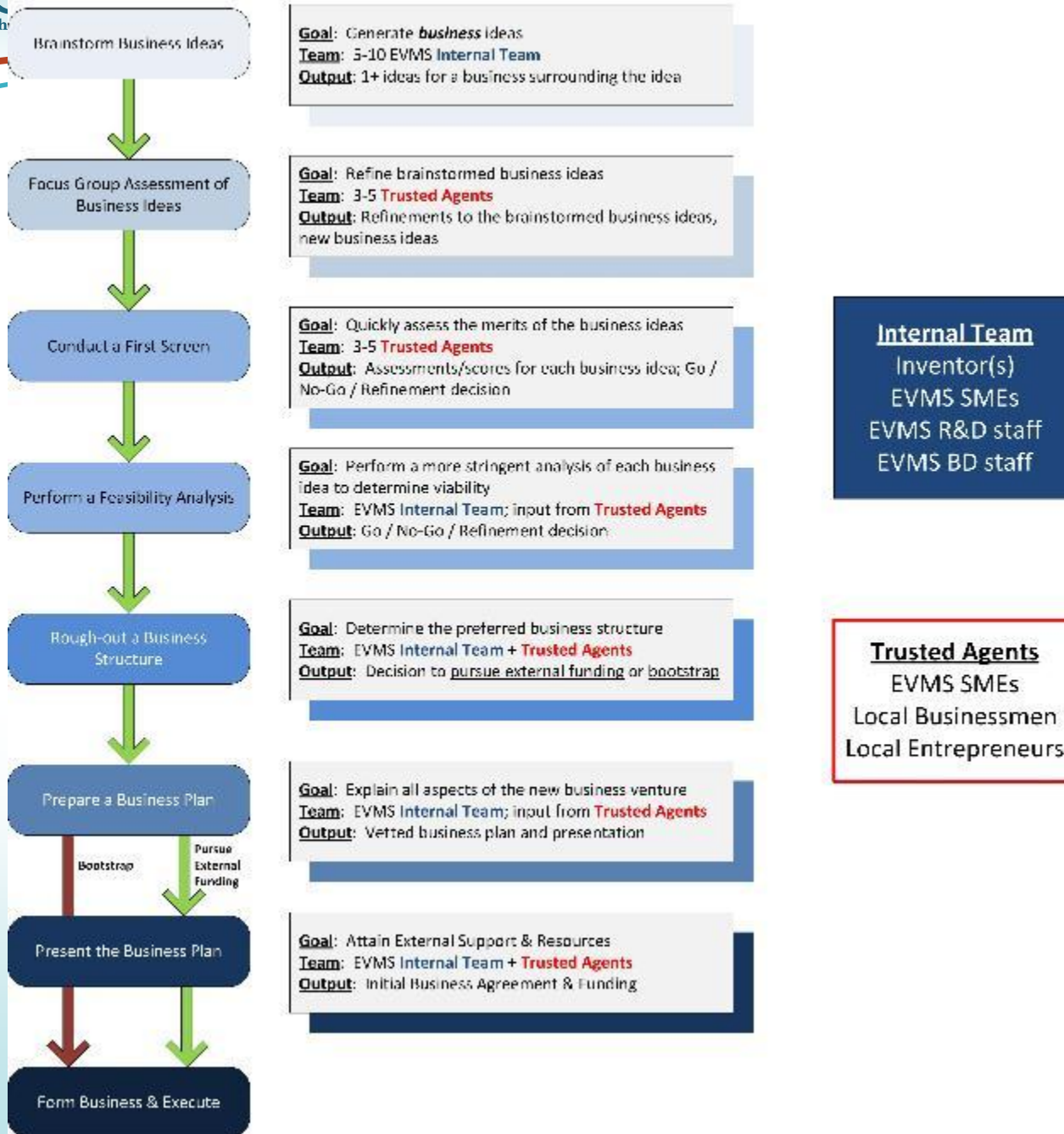
**Trusted Agents**  
EVMS SMEs  
Local Businessmen  
Local Entrepreneurs

## Tech Transfer Process





# EVMS Entrepreneurial Process



Brainstorm Business Ideas

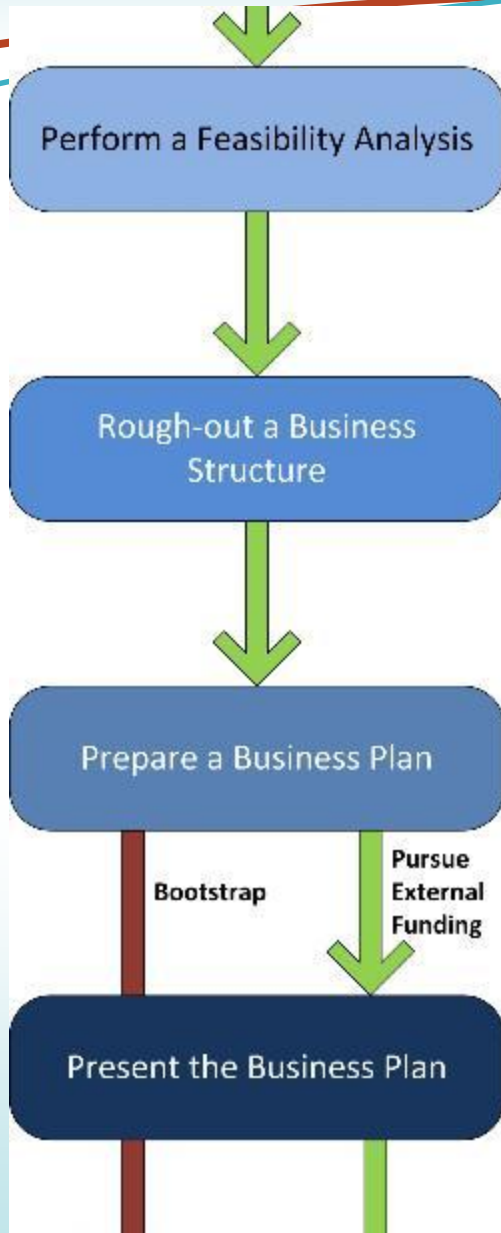
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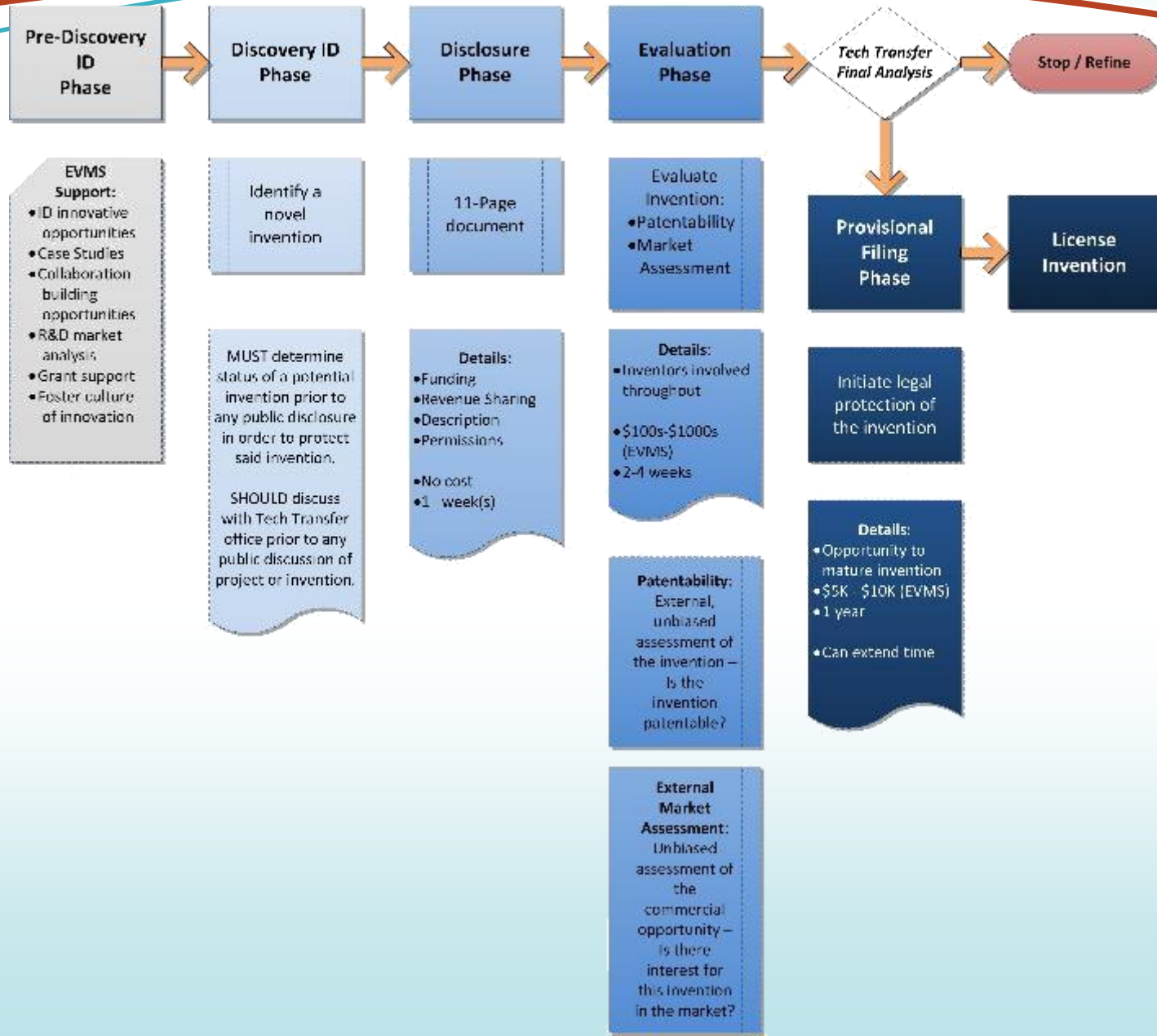


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**EVMS Support:**

- ID innovative opportunities
- Case Studies
- Collaboration building opportunities
- R&D market analysis
- Grant support
- Foster culture of innovation

Identify a novel invention

MUST determine status of a potential invention prior to any public disclosure in order to protect said invention.

SHOULD discuss with Tech Transfer office prior to any public discussion of project or invention.

11-Page document

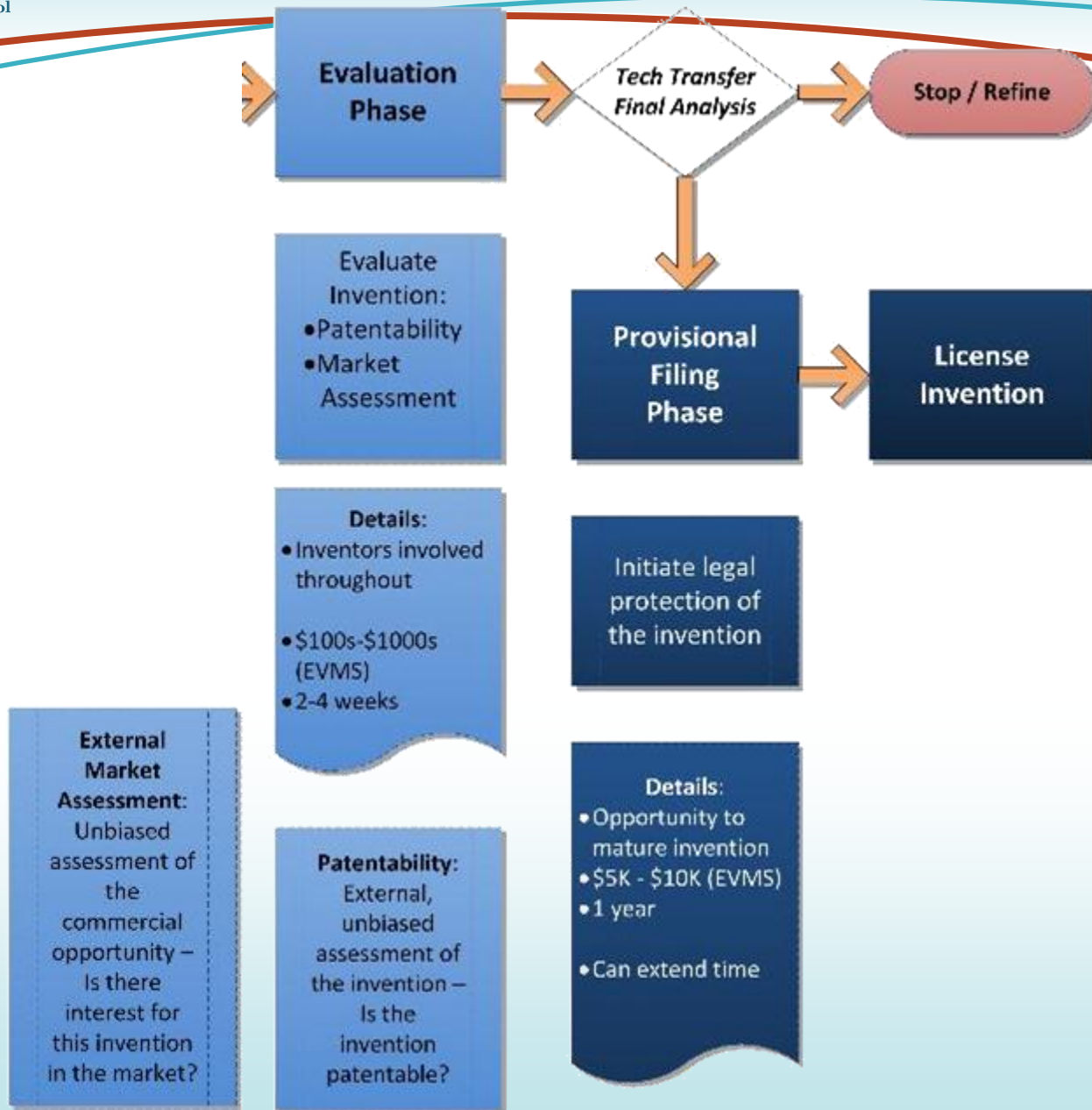
**Details:**

- Funding
- Revenue Sharing
- Description
- Permissions

• No cost

• 1+ week(s)





# Tech Transfer Process

