

COMOTION IDEA TO PLAN



Are you looking to bring your innovation to market? Would just-in-time commercialization expertise help propel you forward? If so, then attending an Idea to Plan workshop may be right for you.

WHO SHOULD ATTEND?

Professors, grad students/postdocs, researchers, staff working with CoMotion innovation managers

Idea to Plan workshops are designed for UW research or staff teams currently working with a CoMotion Innovation Manager who want to develop strategies and tactics to commercialize their innovation. Whether the final approach is a startup or a license to an existing company, Idea-to-Plan will help you kick-start or advance your project.

WHAT KIND OF PROJECTS CAN THIS WORKSHOP HELP WITH?

This workshop helps with two main types of commercialization efforts:

1. Teams that believe the best path to market is through a license to an existing company, and
2. Teams looking to build a startup or a nonprofit based on their innovation.

WHAT YOU GET FROM THE PROGRAM

- Learn tools to visualize the road ahead and ways to bring your project to market.
- Create strategies to test assumptions you have about the industry ecosystem you are entering and the key players within it.
- Develop interviewing techniques to better understand the customer base you hope to serve.
- Gain storytelling skills to attract industry and investor attention.

HOW TO RESISTER?

If you would like to participate, please contact your CoMotion Innovation Manager.

WHAT IS THE WORKSHOP EXPERIENCE LIKE?

Idea to Plan is a one-day roll-up-your-sleeves workshop where you will learn from an expert mentor to apply commercialization concepts and practices to your innovation. Through personalized mentorship and many hands-on activities, you will work on your project and learn how to understand market needs, how to create a compelling and unique value proposition for a solution you are creating, and how to conceptually prototype and then test your assumptions for the path you hope to take.

PROGRAM IMPACT

110+ teams

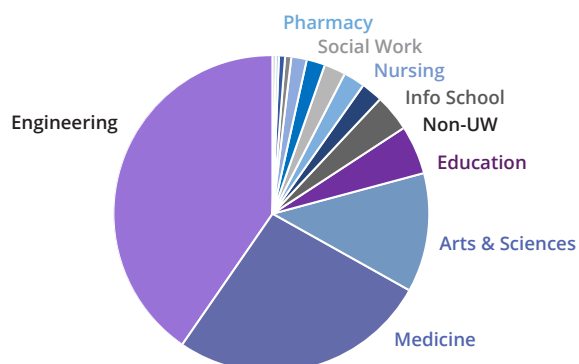
"The [Idea to Plan] workshop was a great way for me to think deeply and very specifically about who my customer is, what is my value proposition, and I feel like I'm really well positioned to take the next step."

PROFESSOR KATIE DAVIS, UW I-SCHOOL

"Coming from an engineer's perspective, [Idea to Plan] was eye-opening to see all of the customer and consumer qualities that haven't entered our minds yet. So this gives us a lot of work to do but it's an exciting new avenue for us to pursue."

CHRISTIAN MANDRYCKY [CHECK SPELLING], SPIRAL CELL SYSTEMS

Past participants are from 13 of the 17 UW Schools and Colleges:



IN THE TOP 10



#1
most innovative
public university
in the world
- REUTERS, 2019

#7
best university in
U.S. for tech transfer
- MILKEN INSTITUTE, 2017

#9
in U.S. for number of
startups launched
- ASSOCIATION OF UNIVERSITY
TECHNOLOGY MANAGERS

OUR IMPACT OVER LAST 5 YEARS

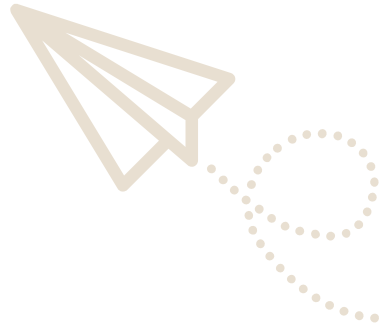
1615
DISCLOSURES

476
PATENTS ISSUED

1806
EXECUTED LICENSES



77
SPINOFFS



TODAY IN WA STATE, THERE ARE:

109
ACTIVE UW SPINOFFS
WITH OVER

3500
EMPLOYEES



ECONOMIC IMPACT OF UW SPINOFFS

>\$3.15B
FUNDING RAISED



COMOTION LEADERSHIP

François Baneyx is the director of CoMotion and Vice Provost for Innovation at the University of Washington. He is the Charles W.H. Matthaei Professor of Chemical Engineering and an adjunct professor of bioengineering. François is also the director of the Center for the Science of Synthesis Across Scales, a multi-institution Energy Frontier Research Center funded by the U.S. Department of Energy.

"We at CoMotion are passionate about partnering with the UW community to bring life-changing innovations to market. It's all about making a positive impact in the world to support UW's mission of advancing the public good."

François Baneyx
Director, CoMotion
Vice Provost for Innovation



UNIVERSITY of WASHINGTON

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