

COMOTION IDEA TO PLAN

Are you looking to bring one of your innovations to market? Would just-in-time commercialization expertise help propel you forward? If so, then attending the **Idea to Plan Workshop** may be right for you!

WHO SHOULD ATTEND?

The Idea to Plan Workshop is designed for UW research teams currently working with a CoMotion Innovation Manager and who want to devise a plan to bring their innovation to market. 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 IS THE WORKSHOP EXPERIENCE?

Idea to Plan is a roll-up-your-sleeves workshop, held in two separate three-hour sessions, where you will work with an expert mentor to learn and apply lean startup methodology to your innovation. Through personalized one-on-one mentorship and hands-on activities, you will learn how to:

- understand your customer and their market ecosystem
- create a compelling and unique value proposition
- do customer discovery
- use all this information to test the business model for your technology or project

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 your assumptions 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.

PROGRAM IMPACT



140+
teams have attended
Idea to Plan Workshops

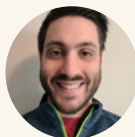


71 = 40%
departments and colleges
represented
across UW
of UW
departments and colleges



“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, UWI-SCHOOL



“Coming from an engineer’s perspective, [Idea to Plan] was eye-opening in that it helped us 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, SPIRAL CELL SYSTEMS



“The thing I liked most about [Idea to Plan] was the interactive work environment, being able to talk with the other teams to bounce ideas back and forth, and to see how we’re attacking similar problems.”

GARETH FOTOUHI, WEARSENS



TO REGISTER: Contact your CoMotion Innovation Development Manager

COMOTION'S INTERCONNECTED SERVICES

CoMotion's interconnected programs and resources are designed to support researchers and entrepreneurs throughout their innovation journey. With our support, UW innovators drive positive change in our communities and around the world.



Multiple business training programs help grow ideas into impact and innovators into entrepreneurs.



Customized IP plans, developed with researchers and faculty, support innovators and ideas along their paths to market.



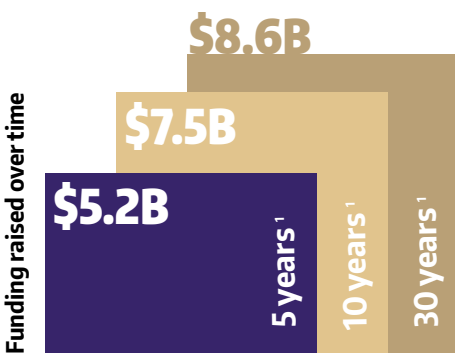
Connections to capital and expert advice empower innovators to launch their projects in the marketplace.



A world-class infrastructure to license inventions, launch businesses or incubate startups positions entrepreneurs for success.

CREATING VALUE AND DRIVING IMPACT

ECONOMIC IMPACT OF SPINOFFS



¹ CoMotion, July 2022

Since 1991, CoMotion spinoffs have raised more than \$8.6B in funding.

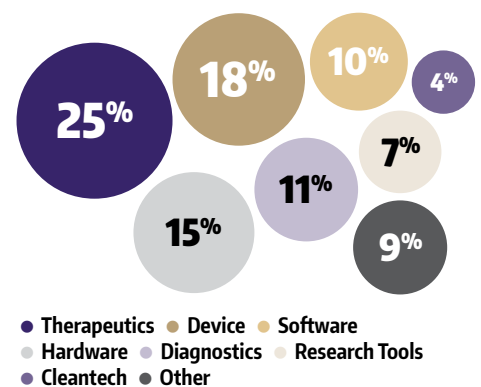
More than half that amount, \$5.2B, was raised over the last five years.

In WA, as of July 2022:

112
Active UW Spinoffs

with over
1,159
Employees

SPINOFFS BY SECTOR (FY18 – 22)



COMOTION BY THE NUMBERS (FY18 – 22)

