



# Bench2Market Talks

*From University Innovation to Commercialization*

- Designed for entrepreneurs in the university life science research community
- Lectures, panels, and workshops relevant to technology translation
- Tools to communicate the commercial potential of your research

Date/Time	Commercialization Topic	Location
<b>September 27, 2019</b> 11:30 – 12:30 pm	<b>Building a Winning Start-up Team</b> Tips for recruiting qualified candidates	<b>Emory University</b> School of Medicine #190P
<b>October 18, 2019</b> 8:30 – 9:30 am	<b>Early Translational Funding</b> Funding & resources available in Georgia	<b>Emory University</b> School of Medicine #153A
<b>November 13, 2019</b> 11:30 – 12:30 pm	<b>Tales from the Trenches</b> Faculty share commercialization advice	<b>Georgia Tech</b> Suddath Seminar Room #1128
<b>December 3, 2019</b> 8:30 – 9:30 am	<b>Customer Discovery &amp; Business Model Creation</b>	<b>Emory University</b> School of Medicine #153A
<b>January 7, 2020</b> 11:30 – 12:30 pm	<b>IP Strategy</b> Patentability, Freedom to Operate, Prior Art & Patent Strategies	<b>Georgia Tech</b> Suddath Seminar Room #1128
<b>February 20, 2020</b> 8:30 – 9:30 am	<b>FDA Strategy</b> Pathway options and timing	<b>Emory University</b> School of Medicine #153A
<b>March 18, 2020</b> 8:30 – 9:30 am	<b>Go to Market Strategy</b> A How-To Guide for Milestone Creation	<b>Emory University</b> School of Medicine #153A
<b>March 19, 2020</b> 11:30 – 12:30 pm	<b>Go to Market Strategy</b> A How-To Guide for Milestone Creation	<b>Georgia Tech</b> Suddath Seminar Room #1128
<b>April 22, 2020</b> 11:30 – 12:30 pm	<b>License vs. Start-up</b> How to maximize your technology value	<b>Emory University</b> School of Medicine #153A
<b>May 19, 2020</b> 11:30 – 12:30 pm	<b>Launching your Start-up</b> Business strategies for equity negotiation and team building.	<b>Georgia Tech</b> Suddath Seminar Room #1128
<b>June 3, 2020</b> 5:30 – 7:30 pm	<b>Med-Tech Funder Perspective</b> What savvy med-tech VC's care about	<b>ATDC – Library (2<sup>nd</sup> floor)</b>

Registration links available at: <https://biolocity.gatech.edu/events/>