

ENTP6365 - Technology Commercialization and Concept Validation

[ENTP 6365](#) Technology Commercialization and Concept Validation (3 semester credit hours) The course covers background on intellectual property, feasibility analysis, market assessment techniques, and how to evaluate the commercial potential of a range of technologies. Students work in teams to apply the concepts learned to assess the commercial potential of different patents. The analysis includes market research on potential applications for the technology, validation of the value proposition and business model, and recommendations on the best approach for bringing the technology to market, such as licensing or creating a new business. Prerequisite: [ENTP 6370](#) or instructor consent required. (3-0) R