**IESE**

**T**echnology

**T**ransfer

**G**roup

**Program Application: September-December 2021**

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| **Project Title** |  |
| **Name and Surname** |  |
| **Organization** |  |
| **Email** |  |
| **Telephone Number** |  |
| **Date** |  |
| **Submission Instructions:**  Deadline for submission is **June 28, 2021**. Please email **Luca Venza,** [**lvenza@iese.edu**](mailto:lvenza@iese.edu)with:   1. Completed application 2. Applicant CV(s)   Visit our <https://www.iese.edu/entrepreneurship/technology-transfer-group/> for more information about the program. | |

The **IESE Technology Transfer Group** is a platform that **connects** **inventors** from research & development labs and educational institutions with the **business acumen and talent** they need in order to bring their product successfully to market.

The program is a **3-month collaboration** between the **product inventors** and their **IESE MBA team**. The deliverables will be decided collaboratively within the project teams and will look to meet the individual needs of the companies/projects. Some examples include:

* **Market analysis.** Who should the target market be? How big is the market? What is the competitive landscape?
* **Strategy analysis.** How can we reach the target consumer? How can we differentiate ourselves in order to compete in the market? How should the company position itself in order to stay ahead?
* **Gap analysis.** What do we need in order to fulfil the competitive strategy?
* **Commercial validation.**What is the economic value and who benefits?
* **Customer engagement.**After speaking to industry insiders, are our commercial assumptions valid?

**The final program deliverable is an investment-ready Pitch Deck.**

**Technology Transfer Group** is part of IESE’s [**entrepreneurial ecosystem**](https://www.iese.edu/entrepreneurship/) for the development of new ventures, innovation and growth.

**Application Information**

The application is meant to ensure selected projects are both a good fit for you and the participating MBA students. The projects that have had the most success in our program have been the ones that can clearly articulate the needs/skills they are lacking in taking their technology to market. Please answer the following questions with this in mind.

# **Technology / Product Description**

*Please provide a brief description of the potential product, its underlying technology, and its main innovations.*

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# **Value Proposition**

*Please describe the areas in which the proposed product will create value in comparison with existing products/markets. Who would want to buy this and why?*

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# **Technology Readiness Level**

*Please describe the status of the project and its projected development. Keep in mind the September start time of the program.*

☐ Pre-prototype (TRL 3-4)

☐ Prototype/proof-of-concept exists (TRL 5)

☐ Speaking with customers (TRL 6-7)

☐ Have customers (TRL 8)

Other relevant information:

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*What information/data can you provide to students to enable them to help move the project forward?*

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# **Initial Target Market**

*What is the expected target market / customer profile for the potential product (type of customers, competitors, geographical areas, size, etc.)?*

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# **Intellectual Property (IP)**

*Have you had discussions with your organization regarding IP rights (patents, copyright, etc)? What has their involvement been to date? Have any patents been filed? If so, please provide details.*

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# **Ambition and Motivation**

*What is your long-term goal for your product/project?*

☐ Spin-off company from lab

☐ If yes, do you want to take an active part in/lead the company?

☐ Sell/license the technology

*How does joining this program align with meeting your goal?*

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# **Areas of Need**

*Where do you see MBA students being able to add value to your product or project? What skillsets do your current team lack or need more expertise?*

*Please check all that apply*

☐ Gap analysis (how to get out of the lab)

☐ Market analysis

☐ Sales strategy

☐ Business Strategy

☐ Product market fit

☐ Business model review

☐ Customer outreach/connecting with contacts

☐ Investor pitch deck and outreach

☐ Other:

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# **Team Information**

*Provide an overview of the project team, i.e. team members, respective roles and contributions to the project.*

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*Do you plan on making any members of the team, beyond yourself, available for the student teams to consult? If so, please describe their expected involvement.*

☐ Only applicant

☐ Applicant and assorted team members

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# **Additional Information**

*Please add any further information that would be of value during the evaluation of your application.*

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Please send the completed application and your CV, to Luca Venza, [lvenza@iese.edu](mailto:lvenza@iese.edu). The **deadline for applications is** **June 28, 2021.** Final decisions will be made and communicated by July 16.