

Classroom exercise on Commercializing an Idea

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for Scientists and Engineers
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The plan for this session

You are given a new idea and you are required to tell us what steps you will take to transition it into a commercially successful product

Exercise Schedule

10 minutes to introduce the idea and assign the work

25 minutes group work

35 minutes of group presentations (7 minutes/group of presentation)

15 minutes discussion and wrap up.

Taking a new idea to the market

Remote highlighter

Similar to a laser pointer

Can highlight a text during presentation

Three colors

Taking a new idea generated in the University to the market

5 Groups - 5 different functions

You will only **IDENTIFY THE TASKS** that you will have to do in your role – **NOT** actually solve all the problems.

Taking a new idea generated in the University to the market

Group A: Company Formation

IP protection, IP Licensing and related agreements

Group B: Financial aspects of the business (you have to tell us how you will manage the financing from idea to product in the market).

Taking a new idea generated in the University to the market

Group C: Sales and Marketing plans –

Steps needed to research the market and competition

Ways to identify the customer and sell to customer

Sales and service

Process to research Market

Taking a new idea generated in the University to the market

Group D: Technology & Product Development - describe the steps you will take to develop the idea to a physical product (example: who will do the proof of concept, who will do the prototype building, etc.)
Future and related products.

Group E: Manufacturing (location, suppliers, distribution, etc)
Technology forecast

Taking a new idea generated in the University to the market

Management Team

Process to ensure complete management team to commercialize this product

Need **ONLY** list of tasks and rough idea of time scales

Group	Function
A	Company Formation and IP
B	Finance
C	Marketing & Sales
D	Technology Development
E	Manufacturing
F	Management Team

Group member roles

Each group has

Recorder (takes notes)

Time keeper

Coordinator and consensus builder

Representative to present the outcome

Other roles as needed

Group A Company formation

Technology Tr. Office
Provisional Patent
Include name as inventors
Negotiate with university
Royalties
Form company
Agreement with share holders
Contact big businesses
Sign NDA for licensing
Discuss terms and conditions

Group B Finance

Register idea – provisional registration

Register company (2 weeks)

Make Business plan

Seek funds from govt, investors

Estimate costs of mfrg, salaries, etc

Advertising costs

Marketing costs

Business Insurance

R&D costs

Plan Exit Strategy

Register for VAT??

Open Bank account?

Group C Marketing & Sales

Target early adapters – Gadgeteers

Trade shows for trends and competition/spying

Internet users for surveys link to Cnet and TEDTalks

Target consumer focus groups

Branding – or rebranded?

Create own image

Graphic Design for unique corporate identity

Sales Meetings for getting on the shelves

Science fairs

Sponsor conferences

Tech Magazines – Popular Mechanics

Social Media

Have a rep. on the floor

Service – resell partners –

software support for downloads

Group D Technology Development

define user needs

Proof of concept

Technical Specs

System identification and compatibility (1 year)

Prototype (1 year)

Future development (revisit - hyperlinking capability)

2.5 years

Group E Manufacturing

Suppliers

Bring existing technologies to generate the product

Get the design done

Think of assembly process

Distribution – online distribution

Macro?

Determine Location

Outsourcing considerations

Work with marketing and other departments and design changes

Group F Management

CEO, R&D manager, Adm. Manager, Sales Manager, HR Manager
Advisor,
Book Keeper (Finances)
Business Development Manager??

TEAM A

NAME

Founder

Type of company PLC. LTD

Notary

Logo

Documents

Register company

District govt

Certificate of company registration

Trade business License

Industrial certificate

Environmental regulation certificate

Tax payer registration

Bank account

Property registration

TEAM B

FIXED COST

Legal aspect

Patent cost

Trademark cost

Assests – machines, bldg

Raw material

Packaging

Advertising

Marketing

Variable cost

Cost of making a single product – bill of materials

Team c

SALES AND MARKETING

Product differentiation

Determine market

Market research

Customer behaviour

Existing network of sales

Media

Exhibition

Display technology company (projector company)

Budget

Online selling

Direct selling

After-sales – guarantee

Marketing person, budget and time schedule

Focus on product,

Branding strategy

Youtube as a tool for instruction

Pricing strategy

Customer targeting

TEAM D

Collect data base

More options – 7 colors

Conceptual Designs

Design requirements

Identification of suppliers

Potential manufacturer of product

Prototyping

Product feedback

Industrial product

Quality assurance

TEAM E

Mfrg and technical forecast

Location survey

Bldg permit

Equipment

Human resources

Technology forecasting – eraser, draw circles, voice interface (like Siri)

Read your mind!

Risk management system

Waste and recycling

Outsourcing or local mfring?