Innovation 360 / Climate Innovation 360

10:00am - 12:30pm Track/Group 1 (Innovation 360)
1:30pm – 4:00pm Track/Group 2 (Climate Innovation 360)

Session 1 – How Industry view early-stage technology. (THURSDAY OCTOBER 12, 2023)

Subject: The organizations that develop or deploy technology in the "real world" – from industry to government agencies – view early-stage technology differently from academia. To attract external interest for your innovation, there is often key data or prototyping needed to demonstrate potential value and attract commercial or adoption interest that differs from data critical to academic publication.

General Principle: The criteria for what is needed to attract commercial interest/investment is often different from what is needed to publish in top academic journal.

> SESSION ACTIVITY: After panel, assess what elements of selected technology may be strongest in attracting potential commercial interest; create "elevator pitch" about technology geared toward an industry representative, not an academic scientist/engineer.

Session 2 – Developing a Common Language. (THURSDAY OCTOBER 26, 2023)

Subject: How to effectively communicate your research and innovation to key decision makers from outside academia to determine if the innovation addresses a core pain point in a manner that will motivate broad adoption.

> SESSION ACTIVITIES:
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> (1) Each participant gives draft elevator pitch for feedback from speakers and other participants.
> (2) Mock interviews – focus on extracting industry feedback without discussing technology or using overly technical language.
> (3) After this session, conduct five interviews with potential customers/users outside of UCSB who can provide data on the relevance of the selected technology or research project, including what "pain points" it potentially addresses.

Session 3 – Identifying and evaluating potential commercial/adopter interest. (THURSDAY, NOVEMBER 9, 2023)

General Principle: Innovators need to actively engage with potential customers/users to identify what commercial applications may be the closest fit/most attractive for the innovation. Frequently, the first market or use identified does not end up being the strongest, so it is crucial for innovators to listen to users and be prepared to pivot until the best application is found.

SESSION ACTIVITIES:

(1) Each participant will present the results and key finding from their first five (5) interviews with potential customers/users.

(2) After this session, and before next, complete five more interviews with individuals who are innovation users/key decision makers in the decision to adopt innovations in the relevant market areas, to discuss potential applications and possible pain points the selected technology or innovation may address. After completing the conversations, analyze and distill feedback and develop preliminary opinion on selected innovation's market potential/relevance, highlighting any pivots in your approach or findings.

Session 3a – Justice/Equity in Innovation Development. (THURSDAY, NOVEMBER 16, 2023)

General principle: Strong innovations can provide new opportunities and improve the lives of everyone. However, technology design is key to ensure broad adoption across a diverse population – whether you are addressing different socioeconomic levels or different geographies (rural to urban). This session will discuss the development of innovations to ensure broad adoption.

SESSION ACTIVITY: None.

Session 4 – Manufacturing, Scalability and Disruption Potential. (THURSDAY, NOVEMBER 30, 2023)

Subject: Basic, practical, technical issues to consider when you believe you may be onto something with potential commercial importance or broad deployment, such as, how easy is it to scale up? Does it use existing processes/equipment? Is it superior enough to current solutions to justify investment? Is it sustainable or is it "greenwashed"?

General Principle: There are a variety of practical issues that can make or break a technology's commercial potential, regardless of its scientific merit.

SESSION ACTIVITIES:

(1) Participants report to group on final customer/user interviews conducted after last session and their analysis/conclusions based on those conversations of the innovation's market potential, highlighting any pivots based on the findings.

(2) After this session, but before next, analyze the selected technology based on principles presented by speakers to identify its technical strengths/weaknesses with respect to its scalability, potential manufacturing challenges, etc., based on the principles learned in Session 4.

Session 5 – The Marketplace Landscape. (THURSDAY, DECEMBER 14, 2023)

Subject: Basic issues to consider from a market perspective: What is the size of the addressable market or user base, really, and is that market/user base big enough to incentivize commercialization? Is the innovation superior enough to current solutions to justify investment or encourage adoption by users? What is the best comparable product in the marketplace or relevant field? Why is this better?

General Principle: There are a variety of issues related to the market that can make or break a technology's commercial potential, regardless of its scientific merit.

SESSION ACTIVITIES:

(1) Participants report to group on technical analysis conducted after previous session on scalability/manufacturing challenges, etc., including their conclusions.
(2) After this session, but before next session, analyze the selected technology based on principles presented by speakers in Session 5 to identify its practical strengths/weaknesses in the market landscape.

Session 6 – Intellectual property – a practicum. (THURSDAY, JANUARY 11, 2023)

Subject: Explore what is actually patentable, what is needed to make a patent valuable and attractive intellectual property, copyright principles and how the decision to open-source software can enhance (if software-based research projects are represented), or detract, future development and commercial adoption. For open access model deployment, this session will describe how IP protection can be used to assure quality standards are met even when innovations are deployed openly.

General Principle: A strong understanding of basic intellectual principles and the potential strength of protection is essential to develop innovations that attract investment and support.

SESSION ACTIVITIES:

(1) Participants report to group on marketplace/user base analysis conducted after previous session, including their conclusions.
(2) After this session, but before next session, analyze the selected technology based on principles presented by speakers to identify the intellectual property protection best suited for the innovation, the intellectual property landscape in the innovation's subject area, and a strategic plan for securing and using the selected intellectual property processes.
(3) Discussion on storytelling to prepare participants for final assignment.

Session 7 – FINAL PRESENTATIONS. (THURSDAY, February 1, 2023)

Subject: The workshop culminates with each person presenting a "pitch deck" for their technology that includes the principles from all the sessions to a panel of investors who will then both engage in Q&A and provide feedback. The session will also include a short presentation on how to develop technology within the university landscape, including funding opportunities.

> SESSION ACTIVITY: Each participant will make a final 3-minute video presentation of their innovation and its deployment value to a group of investors that summarizes the application of the various principles learned throughout the workshop to the selected technology or project, and their current thoughts on the commercial potential, based on their work during the course.