

CASE presentation

Assignment

Each group will present a commercialization draft plan, comprising:

- Background - just to set the arena
- A description of the invention
- A description of the demand for the invention, customer profiles and market analysis – one market (if several options)
- A description of IPR – legal issues
- A description of IPR – novelty search
- A description of IPR – patent claims
- A commercialization strategy
- A license agreement if applicable
- A description of the start-up strategy if applicable
- A description of any financial issues if applicable

5-liner

One A4 page with six sections, max. five lines each, covering:

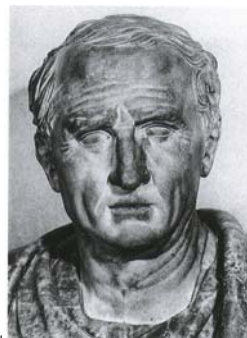
- Background including field, history, people.
- Pain - demand - problem
- Customer-jury
- Value-proposition
- IPR situation
- Relevant commercialisation opportunities/tracks

Presentation

- Prepare a manuscript
- Try to deliver your presentation in 12 minutes
- Say what you will say – say it – say what you said
- Make a rehearsal

Presentation My Favourite: CICERO's Directions for Speech

A speech must be conquering, instructing and rousing the audience to act.



Marcus Tullius Cicero
106 – 43 BC