

## Skill-Builders for Engineering Leaders

### Business Assessment of Innovations Module

Engineering Innovation Institute or Leadership Institute Faculty  
Herbert Wertheim College of Engineering, University of Florida

<b>Contact Hours</b>	1 hour consisting of a 50-minute session
<b>Target Audience</b>	Undergraduate and graduate students
<b>Learning Objectives</b>	Students will learn: <ol style="list-style-type: none"> <li>How to apply proven evaluation methods and best practice assessments for determining the degree of commercialization readiness of innovations under review</li> <li>How to make informed decisions on whether or not to commercialize innovations or join an existing team that is commercializing an innovation</li> </ol>
<b>Session Overview</b>	Assessment of innovation opportunities from a business perspective is a critical factor in evaluation of investment opportunities. This session explores the factors that are most important in evaluating investment opportunities. It also provides the students with guidance on what should be included when preparing a company for seeking outside investment
<b>Session</b>	
<b>Key Content</b>	<b>Approach</b>
Business Assessment Process Explained	<ul style="list-style-type: none"> <li>Criteria for assessment of innovations and class discussion about the criteria</li> <li>Key elements of the business assessment process and discussion of the role of technology in the assessment process vs other factors</li> <li>Technology Innovation examples studied via case studies and marketplace examples</li> </ul>
Why is Technology by itself not enough to achieve commercial success	<ul style="list-style-type: none"> <li>Importance of other factors in assessing the commercial feasibility of an innovation, e.g. team, market, customers, ability to execute/deliver</li> </ul>
How to fill out the Innovation Assessment Template	<ul style="list-style-type: none"> <li>Purpose of the Innovation Assessment Template: this proven template provides a snapshot in time.</li> <li>Student will learn that Innovation Assessment is a dynamic process</li> </ul>
Real Life Case Study of an Innovation Assessment	<ul style="list-style-type: none"> <li>Real life example and class discussion</li> </ul>
<b>Resources Provided</b> <ul style="list-style-type: none"> <li>Presentation materials</li> <li>Other relevant learning materials</li> </ul>	<b>Assessments</b> <ul style="list-style-type: none"> <li>Pre and Post-assessment</li> </ul>

