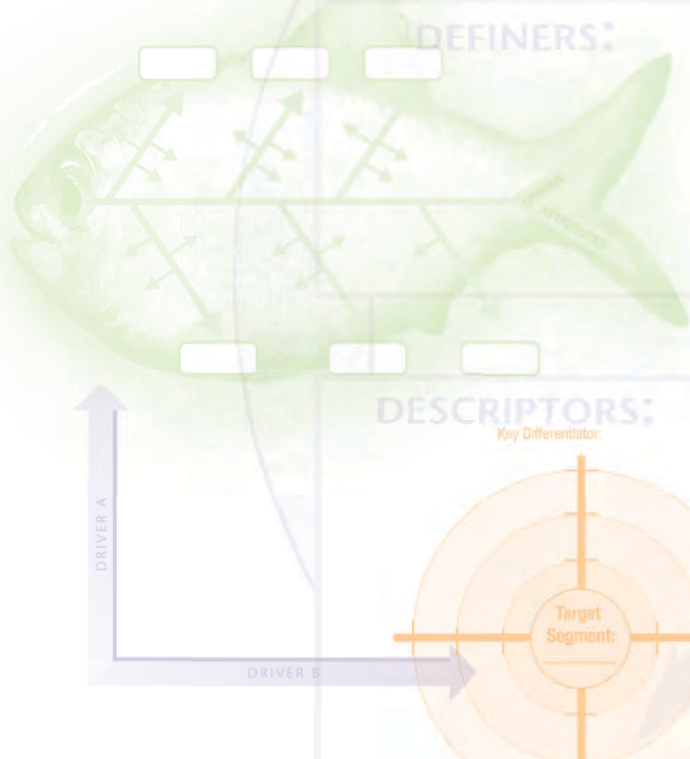


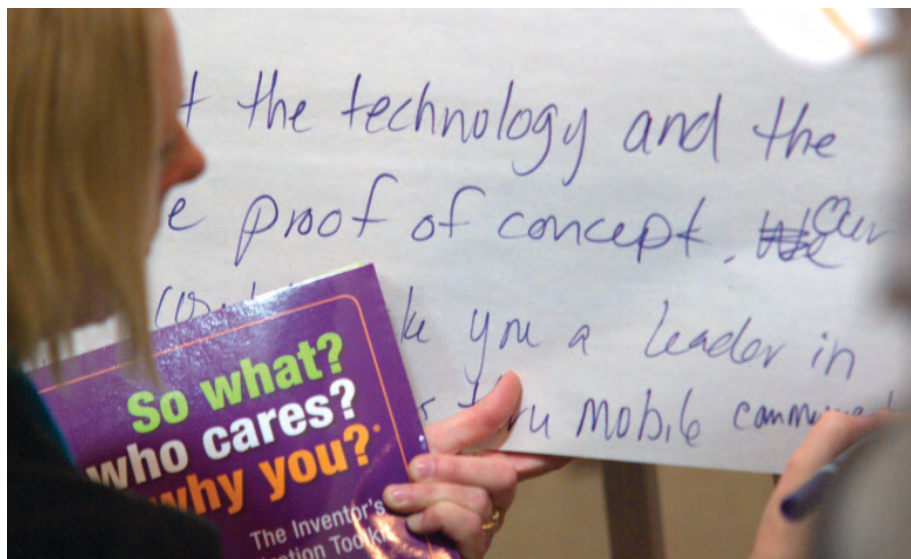
So what? who cares? why you?®

Technology Commercialization – A Market-Ready Approach

A dynamic methodology to accelerate
innovations from discovery to market



Accelerating the Cycle from Discovery to Market



Research-based organizations are being challenged to deliver more market-ready innovations, but finding the ideas worthy of support and investment can be a time-consuming process.

While scientific and technical professionals are rich in subject-matter expertise, they often speak a different language than their business counterparts. As a result, the commercial value of many breakthroughs can get clouded by layers of technical detail – and are lost in the lab or fail to gain traction with industry partners, investors, customers and other business audiences.

The Acceleration Effect

Here at WKI, we help innovators discover and communicate the value of complex science and technology to bring clarity to the commercial opportunity. The goal is simple – to equip innovators with the knowledge and skills to conduct the initial opportunity scoping for their innovations.

**So what?
who cares?
why you?®**

Dan Leri

Director, Innovation Park,
Pennsylvania State University

“Creating a culture of aggressive commercialization demands a radical shift to thinking about the value of IP in business terms.

So what? who cares? why you?®

provides a process and discipline to drive this transformation by giving our innovators, tech transfer officers and would-be entrepreneurs the tools to see the potential of technology and science through the lens of industry and customers.”

Join the Commercialization Conversation. Visit
www.wendykennedy.com
to get connected.

These new commercialization skills give the inventor a structured, repeatable process to apply to their current and future innovations. It's the perspective of "teach a man to fish and you feed him for a lifetime."

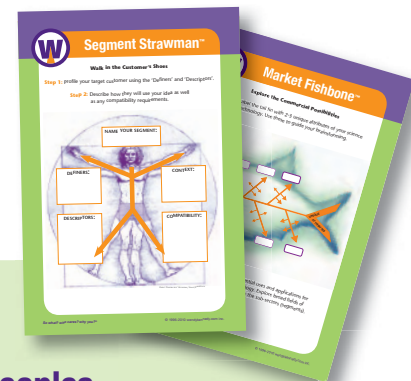
Sustainable commercialization success begins by igniting entrepreneurial thinking throughout your inventor community – with researchers, scientists, engineers, students, faculty, and others inspired to create the future. We give these innovators a commercialization framework, tools and language that align with their scientific and technical acuity but without all of the overwhelming business planning protocols. Injecting commercial thinking into the DNA of inventors gives them the tools, insight and confidence to model their innovations in commercial terms. This helps to create an acceleration factor to propel more market-ready ideas from the bench to the commercial world.

Visual Frameworks: Fostering Communication & Collaboration

Visual tools provide powerful and structured models for inventors or "idea founders" to map their ideas and concepts into a commercial context. In turn, these visual "maps" quickly get ingrained into the founders' mind set and become the mental models they use to frame the commercial value of their ideas.

At WKI, our commercialization approach is rooted in this philosophy –

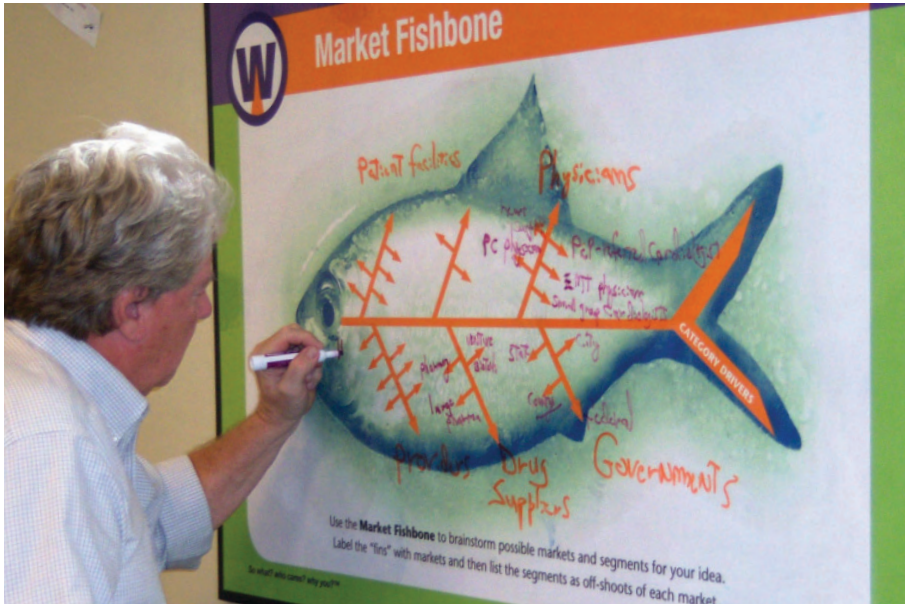
"Give a man a fish and you feed him for a day – teach a man to fish and you feed him for a lifetime."



Tim Peoples

**Director, Purdue Research
Foundation**

"Through our Entrepreneurship Academy and PREPP post-doc program, we see the impact of **So what? who cares? why you?** at both ends of the spectrum – from planting the seeds of entrepreneurial thinking in the next generation of innovators to empowering potential founders to become the lead navigators in discovering the commercial opportunity in their ideas."



A scientist explores possible customers for his invention using the Market Fishbone tool

The benefits to visual frameworks include:

- Visual mapping as part of a systematic methodology aligns to the way scientific and technology professionals think.
- Founders learn to map their ideas in the commercial landscape and engage in business conversations at the concept stage.
- Industry partners, investors, customers and advisors can start the conversation at a much higher level and quickly develop a common understanding of the commercial opportunity.
- Founders begin to think in commercial terms when developing their ideas and recognize the characteristics of commercially viable ideas.

David Terry

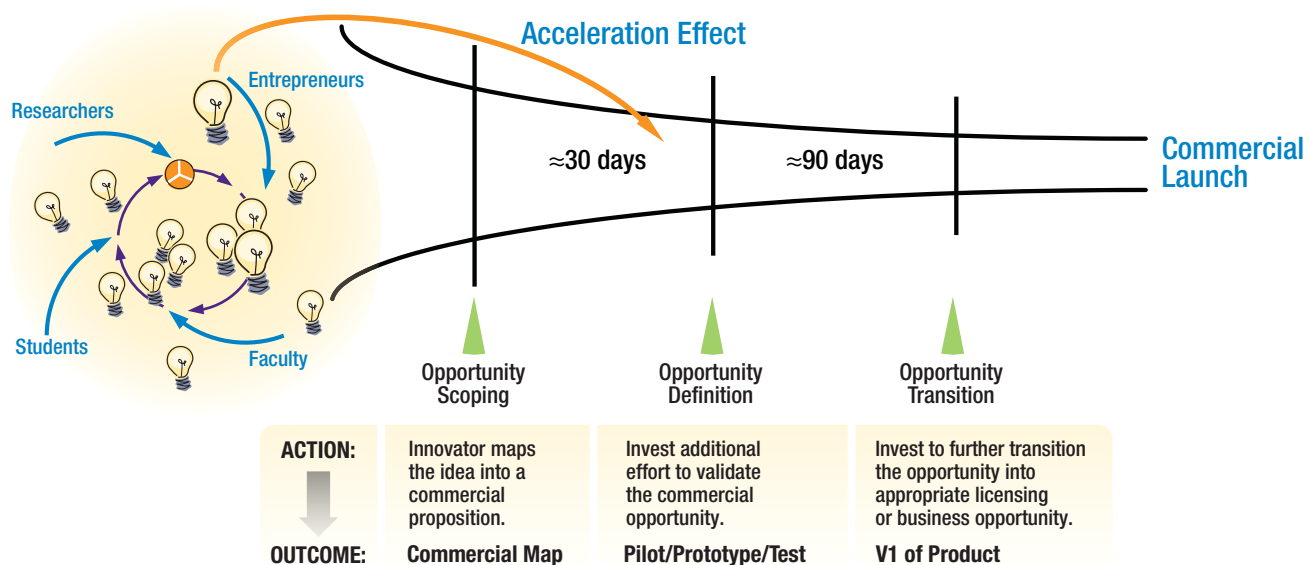
**Executive Director and Co-founder,
West Texas A&M Enterprise Center**

“So what? who cares? why you?”

allowed us to fill a critical gap in services at the pre-incubation stage, where people need to find out if there's even a commercial opportunity before spending a lot of time and money on it. This methodology is one of the best I've seen to really get outside of an idea and communicate what it means to customers who would pay for it. For founders, it's a lot easier to map out your idea using visual tools than to write a business plan before the concept is even fleshed out.”



Mapping the Opportunity: A Dynamic, Fluid Process



Commercialization Mapping

Visual frameworks form the basis of a dynamic modeling process that begins with inventors mapping their ideas into a commercial context.

The visual frameworks harness the inventors' extensive knowledge about their ideas to frame and communicate their commercial proposition. In just a few hours, the commercial maps start to appear – armed with a market-focused language and “protocol,” inventors are prepared and confident to engage with business audiences to explore, test and validate their ideas. Interactive and engaging, these tools can be used to get alignment on a team or with a single inventor.

Fuelling the Innovation Funnel

Commercialization mapping is the foundation of a dynamic, entrepreneurial process that is propelled forward by the idea founders, armed with the tools to cycle back, revise and refine their thinking. Founders can use the visual tools at the concept stage to model, frame, modify and reframe as they get more feedback and data from industry and customers.

Susan Gorges
CEO, SpringBoard West
Innovations

“The magic that sits inside of **So what? who cares? why you?** is that it matches the ‘ready, aim, fire’ personality of the entrepreneur. Founders can use the visual, action-oriented tools to crystallize their idea and have the first alpha review of the concept in a few hours.”



As ideas move in a fluid manner through the “innovation funnel,” there are three distinct phases in this dynamic process:

- **Opportunity Scoping** – The founder of the idea is highly engaged and owns the mapping of the idea into a commercial proposition. Founders frame their ideas using the visual tools and methodology to discover the commercial potential and communicate it to first reviewers
- **Opportunity Definition** – The founder of the idea and business advisors test out the commercial maps and value proposition with customers and industry partners
- **Opportunity Transition** – Ideas that show promise in the validation phase move forward to pursue transition opportunities in a licensing relationship or startup venture

Assessing Commercial Potential

Using this dynamic process, people who assess science and technology ideas and advise inventors can accelerate the conversation about the opportunity at a much earlier stage. Founders who have created commercial maps for their ideas can frame them into a context that can be quickly understood by the people who evaluate them. For TTOs and other assessment staff, the methodology creates an open, transparent process to:

- Connect the criteria to the concept map developed by the founder, creating a transparent and open dialogue to evaluate the idea
- Play a key role in defining the opportunity and in parallel identifying the commercial gaps
- Create an iterative approach that engages the founder and can be easily understood by everyone in your organization
- Stimulate dialog with industry and customers using a common language

**So what?
who cares?
why you?***

Adopted by these world-class organizations:

- Pennsylvania State University
- Purdue Research Foundation
- West Texas A&M University
- West Virginia University
- North Dakota State University
- National University of Ireland – Galway
- University of Edinburgh
- University of Canterbury
- Dundalk Institute - Ireland
- The European Space Agency
- The National Research Council Canada

Accelerating Commercialization – A Proven System

The foundation for the WKI commercialization and entrepreneurship system is its *So what? who cares? why you?* methodology.

Developed by WKI founder and CEO Wendy Kennedy, *So what? who cares? why you?* has been implemented by leading global organizations such as Pennsylvania State University, Purdue Research Park, the European Space Agency, the National Research Council Canada and TECH Fort Worth.

Join the Commercialization Conversation. Visit www.wendykennedy.com to get connected.

So what? who cares? why you? provides a set of visual, engaging tools to help founders frame their ideas in business terms and provoke discussion about the commercial potential. They are available in a variety of formats, sketch pads, white boards, and booklets to stimulate and often “provoke” conversation to explore the commercial proposition.

- “So what” series focuses on capturing the essence of the innovation “on a napkin” and scoping the commercial opportunity.
- “Who cares” series encourages inventors to discover customer and licensee possibilities for a new invention.
- “Why you” series zeroes in on the competitive differentiator and the expertise of the team.

A Structured Methodology with visual frameworks to discover the commercial value proposition

So what?

1. What’s Your Idea?
2. What’s the Problem?
3. Where Does Your Idea Fit?

Who cares?

4. Who’s Your Customer?
5. What’s Your Path-to-Market?
6. Where’s the Money?

Why you?

7. What’s Your Competitive Edge?
8. Who’s On the Team?
9. What’s Your Story?



Commercialization Toolkits

So what? who cares? why you? introduces a methodology for translating great scientific and technical ideas into compelling commercial propositions to bridge the gap between brilliant research and its commercial value.

Each toolkit is designed to appeal to specific users with a rich suite of visual frameworks, worksheets and online resources that align with the thinking of scientific and technical professionals.

Choose from the following commercialization toolkits*:

- Opportunity Scoping Toolkit
- Proof of Concept Toolkit
- Startup Entrepreneur Toolkit
- Corporate Intrapreneurship Toolkit
- Coach/ Advisor Toolkit

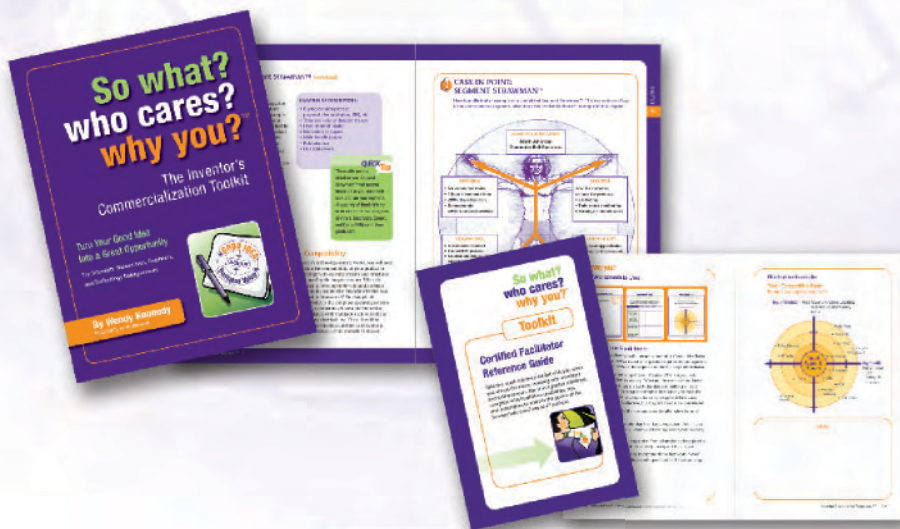
*toolkits are also available as a web hosted service and can be customized.



David Williams

Co-Founder of Prairie Designs, LLC, Texas

“So what? who cares? why you?” has helped us to develop the vocabulary necessary to communicate both the critical numbers and the ideas that are important to investors. Not only have we broadened our business vocabulary, we have also learned how to streamline our analysis of potential markets and customers. We are better able to adequately explain how our product works, what our next steps in commercialization are, and where we want to be in several years.”





Key Differentiator:



Wendy Kennedy engages a team of entrepreneurs to map the competitive radar tool

Keira Torkko

Director, Business Services,
National Research Council
Canada

“Garnering support for our science and technology research is critical to the ongoing success of our programs. Wendy Kennedy’s roll up your sleeves commercialization workshops and practical **So what? who cares? why you?** toolsets enable our research managers to assess and communicate ideas in a way that ‘de-risks’ new innovations for business audiences.”

Training Workshops

Inject commercial thinking into your organization through a hands-on, interactive workshop with Wendy Kennedy and associates from WKI. As the architect of the *So what? who cares? why you?* commercialization methodology and toolkits, Wendy will rally your community of inventors, assessors and advisors around this proven and dynamic methodology for framing and communicating the commercial value of science and technology innovations.

WKI workshops are geared to appeal to your community of science and technology inventors, tech transfer managers, licensing associates, research managers, faculty, incubation advisors, economic development staff and coaches. Select from one of our popular workshop topics or talk with us about creating a customized workshop:

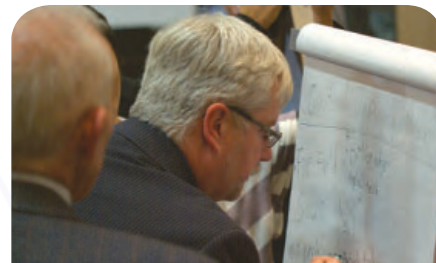
- **Frame the Commercial Value Proposition of Science and Technology (1 Day):** Ignite the commercial flame among your community of researchers, scientists, students, and faculty inventors with this interactive, one-day workshop. Working with Wendy, your

inventor community will develop the skills to frame their ideas into commercial value propositions. They'll also gain tips and techniques for communicating the value of their work to industry partners, tech transfer officers, investors and other external audiences.

- **Spotting Market Ready Ideas – Assessing Commercial Opportunity (1 Day):** Using a common framework to assess science and technology ideas at the concept stage provides a structured, transparent process for commercialization staff and inventors. Learn frameworks to inject commercial criteria into your assessment process and five key questions for identifying market-ready innovations.
- **Commercialization Bootcamp – Get Your Researchers, Scientists and Engineers “Business Ready” (1 Day):** This workshop offers a step-by-step guide to prepare for those first meetings and presentations with industry partners, investors, and other external funding agencies. You will learn how to articulate ideas in the language that resonates with business audiences, as well as how to start customer conversations, develop a 10-slide presentation template and craft an effective business pitch.

Certified Coach Program

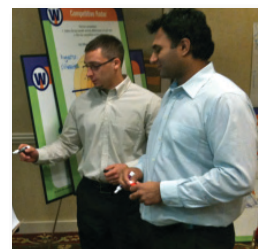
Implement the *So what? who cares? why you?* commercialization methodology throughout your organization by becoming a Certified Coach. *So what? who cares? why you?* Certified Coaches become organizational experts in guiding early stage science and technology inventors to use the *So what? who cares? why you?* methodology to discover and communicate the business value of their innovations.



Dar Schwanbeck

Managing Director, Northern Alberta Business Incubator (NABI)

“After completing the **So what? who cares? why you?** Certified Coach training, I ran a full-day commercialization clinic using the tools with a group of agri-food producers. It's a testament to the simple power of the methodology that all six of the participating teams were able to go from idea to funding in just a few short weeks.”



NAME YOUR SEGMENT



Two inventors discuss the customer requirements for an idea using the segment strawman tool.

Certification begins with an interactive, two-day workshop with *So what? who cares? why you?* architect Wendy Kennedy and continues throughout the year with a series of professional development and collaboration opportunities.

So what? who cares? why you? Certified Coaches can:

- Learn how to systematically assess science and technology ideas at the very early stages of commercialization
- Adapt the tools to fit the schedule, working style and individual needs of inventors
- Get a blueprint for effective commercialization clinics that will foster collaboration and decision-making
- Find out new ways to engage the community in a common language and process
- Connect with the global network of *So what? who cares? why you?* Certified Coaches

Michele Le Saux

**Head of Ground Segment
Technology Section
Telecommunications Department,
European Space Agency**

“At the European Space Agency Telecommunications and Integrated Applications Directorate, **So what? who cares? why you?** works with our standard process to assess project proposals to determine those with the best commercial potential. It also creates a platform for our staff to have high-value discussions with industry about the commercial value of projects submitted to us for funding consideration.”

**Join the Commercialization
Conversation. Visit
www.wendykennedy.com
to get connected.**

How to Articulate the Commercial Opportunity

Articulating Your Commercial Value Proposition

SENTENCE #1:

- **For** (name of segment) **customers**,
- **With the problem of:** (state the real burning problem),
- **We have a:** (state the idea in concrete language),
- **That is like:** (use a metaphor or analogy to describe).

SENTENCE #2:

- **It's built on:** (define one compelling technical proof point: the architecture, unique approach, patents, etc.),
- **That gives us an edge with:** (state your sustainable edge) over competitors,
- **That will allow us to:** (define the category you'll mold and own)
- **Which we are forecasting will generate "X" return in "Y" timeframe.**

SENTENCE #3:

- **We've accomplished:** (state two key milestones),
- **And now we're looking for:** (state your "ASK"),
- **So that we can accomplish:** (state your project milestones).

Join the Commercial Conversation at
www.wendykennedy.com/conversation