

# How to Take Your Idea to Industry

## Lab to Market - Technology/Venture Viability Workshop

*Do you have an idea for a technology-based business?*

*Do you understand all that is involved in the technology commercialization process?*

*Do you think you are ready to take your idea from the lab to the marketplace?*

The Center for Innovation at Arlington and UT Arlington invites all UTA staff, faculty, students, together with client companies of the Arlington Technology Incubator to a Lab to Market - Technology/Venture Viability Workshop conducted by Business Coach Fred Patterson.

### In this four-session workshop you will learn:

- ★ How to determine the pain in the marketplace and provide a solution
- ★ The four most important factors for success
- ★ How to explain, in 30 seconds or less, what the technology/business is all about to get someone to pay attention to you - the "Elevator Speech"
- ★ How to put the basic structure of how your business makes money – the Business Model.
- ★ How to develop the basics of your Business Plan.
- ★ How to determine the resources needed to make it all happen: people, equipment, and money

### REGISTRATION FORM

Name(s) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Method of Payment:  Cash  Check

MasterCard  Visa  AmEx  Discover Credit Card billing zip \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature (Billing Authorization) \_\_\_\_\_

Please FAX to the Center for Innovation at 682.367.1402 or mail to 505 E. Border, Arlington, TX 76010. Contact: Sergio Bento at 817-543-4295 or sbento@arlingtontx.com for further information.

**REGISTER TODAY!**  
**Cost to attend \$95**

Center for Innovation at Arlington  
202 E. Border St.  
Arlington, TX 76010

Tuesday, November 10, 2009  
Session 1 – Determining Viability of  
the Venture

Thursday, November 12, 2009  
Session 2 – The Opportunity – Can  
you seize it?

Tuesday, November 17, 2009  
Session 3 – The Business Model  
and the Resources to make it all  
come together

Tuesday, Nov. 24, 2009  
Counseling Sessions Opportunity  
A one-on-one 30 minute counseling  
session may be scheduled with  
facilitator.

Tuesday, December 1, 2009  
Session 4 – Articulating Your  
Opportunity

Each session is three hours from  
6:00 p.m. – 9:15 p.m.  
A one-on-one counseling session  
may also be scheduled between  
sessions 3 and 4.

*Limited Seating Available*