

Welcome to Lens of the Market® Research2Innovation developed by [ecosVC®](http://ecosvc.com)! *The only program designed specifically to accelerate science and engineering, STEM-based ideas from research to market and help STEM researchers gain the vocabulary and skills to become innovators.*

COURSE DESCRIPTION

Lens of the Market® Research2Innovation is a four-module course which can be done self-paced or in conjunction with a facilitated course at a university, organization or company.

Each **Lens of the Market Research2Innovation** module provide participants with a step-by-step process and multiple examples across STEM fields for gaining skills in:

- **Module 1- Market Segmentation** and how it is key for defining where and how an innovation can have the most impact.
- **Module 2 – Technology Platforms** identifying whether or not research is a platform able to provide multiple offerings to multiple end-use markets and the potential value of a platform.
- **Module 3** -Developing product market hypothesis that can be tested consisting of both the potential **value proposition and differentiators** for an innovation based on market need and
- **Module 4 - Value Chains** the second part of a product market hypothesis describing how markets are structured and linking with how you would get the best data for validating an idea!

LEARNING OUTCOMES

*After successful completion of **Lens of the Market® Research2Innovation**, participants will be able to effectively know and use the vocabulary for and start the steps to translating research into innovations including:*

- Define the difference among industries, sectors and segments including how and when the terminology is used
- Effectively analyze and segment a market
- Define the importance and value of market segmentation
- Determine if research can be a research or technology platform and the value of a platform
- Describe the value of linking platform research with potential offerings and market end use segments
- Develop a value proposition and differentiators aligned with a market segment as part of a testable market hypothesis and
- Define value chains and the structure of markets at the segment, subsegment and addressable market levels to inform how research could be transformed into market valued innovation.