

Commercializing Your Research: From Lab to Market

THURSDAY JULY 2, 2020
 STARTING 9 AM

Inscription

<http://enquetes.usj.edu.lb/index.php?sid=55435&lang=en>

WEBINAR OBJECTIVE

Introduce and build the capacity of local university researchers, professors, and champions from within Lebanon around building market opportunities for their existing and future research projects, and how to apply them to industry, across different stages of the value chain. Particular focus will be given to research and market opportunities in the post COVID-19 pandemic time.

AGENDA

This one-day workshop covers the fundamental elements that allow researchers & professors to understand the business and market pillars to conceptualize and value their research, and transform it into actionable market opportunities. These include exploring direct and end-customer needs, offering value proposition, addressing different parts of value chains, capitalizing on diverse trends, and building compelling business models.

LEARNING OBJECTIVES

- Understand the innovation pipeline in taking ideas from the research stage to the market
- Learn to serve different industries and targeting overlooked market segments with your research solution
- Explore different stages of the value chain analysis and how it can be a fundamental source of developing business concepts further
- Capitalize on different business models in order to strengthen market opportunities
- Understand post COVID-19 opportunities

Topic	Duration
Understand the Innovation Pipeline	min 15
Link Research to the Market (Segments, Trends, Value Chains)	min 60
Link Research to the Market - Opportunities	min 30
Break	min 15
Understand Business Models & Research Valuation	min 60

ABOUT THE INSTRUCTOR

Dr. Mohab Anis



Mohab Anis is an Engineering Professor at the American University in Cairo, CEO at INNOVETY; a leading innovation management consulting firm and Principal at IXL Center North Africa & Levant. Mohab loves helping companies build new business opportunities, and has consulted widely in the areas of innovation strategy. This includes auditing organizations' innovation capabilities, intellectual property strategies, business planning, startup and SME operations to scale up, technology transfer, and go-to-market strategies. Mohab spearheaded innovation and industrial strategies for 9 MENA governments. In 2018, he overlooked the ICT for development roadmap for Swiss Terre des Hommes in Egypt, Lebanon and Jordan.

Earlier, Mohab spent years as a tenured professor of Computer Engineering at University of Waterloo, Canada, to which he's now adjunct. He consulted in the US and Canada to a variety of Fortune 500 companies. He was also involved with Waterloo's technology transfer office where he worked on identifying technologies that have the highest potential for commercialization.

As an academic, he authored 170 international papers, 5 books and 3 US patents. He is on the Editorial Board of 9 international journals and has supervised 15 PhD & 16 Masters students. Mohab was awarded three of Canada's highest awards for excellence in innovation (The Early Research Award from Ontario's Ministry of Research and Innovation, the Colton Medal for Research Excellence and the IEEE International Design Award), as well as both of AUC's top awards in Teaching and Research & Creative Endeavours. At the AUC, Mohab teaches electronics & VLSI design, advanced microelectronics systems, innovation strategy, economics and management of nanotechnology, business consulting, and introduction to business.

Mohab holds a PhD in Computer Engineering from University of Waterloo (2002), an MBA from Wilfrid Laurier University with a concentration in Innovation and Entrepreneurship (2008), and a Masters in Management Sciences with a concentration in Technological Innovation (2008).