



Initiated by



Accredited as



Berytech

powering potential

berytch.org



Research2Market Berytech-USJ edition

Transforms applied research into
commercially viable, market-ready
solutions across sectors.

RESEARCH²MARKET



Research. Innovate. Commercialize

From Research to Market:



Why It Matters



Shifting Mindsets & Driving Innovation

Researchers adopting an entrepreneurial, problem-solving mindset



Advancing Key Industries

Health, Agri-food, Energy, Digital & EdTech, Creative & Cultural, Green Economy



Elevating Productivity

Research-based ventures and applied, cost-effective solutions



Creating Societal & Economic Impact

Rapid response to local challenges
Frugal innovation: resourceful, low-cost, high-impact solutions



Generating Spin-offs & Market-Ready Ventures

Turning lab discoveries into practical solutions and startups



Fostering University–Industry Partnerships

Collaboration with industry, investors, and NGOs to scale solutions



Promoting Local Production & Reducing Import Dependency

Strengthening economic resilience and self-sufficiency



Positioning Lebanon as a Regional Innovation & Research Hub

Leveraging talent and research capacity for local production, regional markets, and outsourced R&D

From Research to Impact:



Global Examples

Three Global Reference Models



Google

From PhD research to global platform

Origin: Doctoral research on information ranking

Path: University spin-off

Impact: How the world accesses knowledge

Deep research can become a mass-market product.



ARM Holdings

From university research to global IP standard

Origin: Computer architecture research

Path: Licensing (no factories, no products)

Impact: Inside almost every smartphone

You don't need to build products to create massive impact — IP can scale globally.



CRISPR-Cas9

From fundamental science to multiple industries

Origin: Basic biological research

Path: Multiple licenses & spin-offs

Impact: Medicine, agriculture, diagnostics

One research result can power many companies and solutions.

There is **no single “right” commercialization path** — only a path that fits your research.

Three Research-to-Market Paths



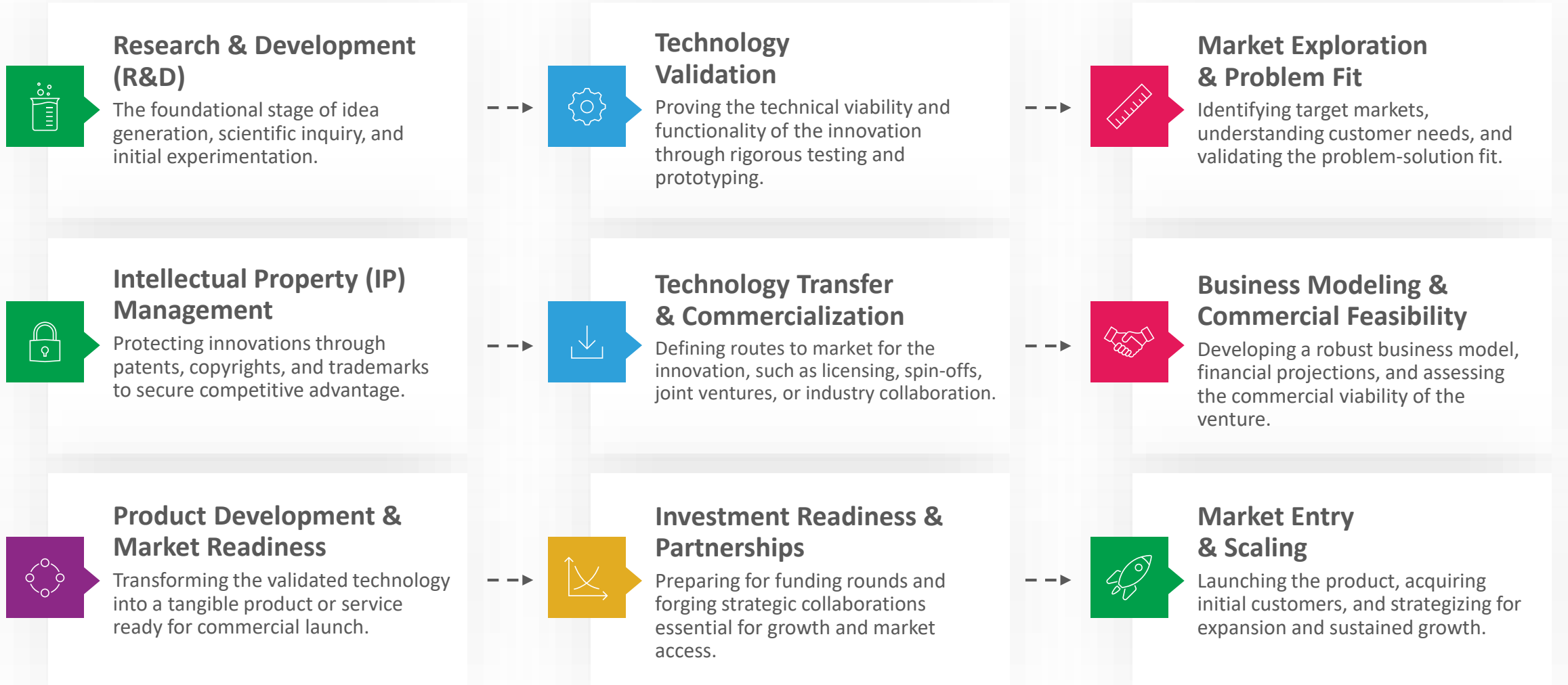
Case	How It Started	Breakthrough Moment	Commercialization Path	Who Benefits
Google	PhD research in ICT & data science	PageRank algorithm	University spin-off → free product → business model later	Company, founders, university
ARM	Engineering research in computer architecture	Energy-efficient RISC design	Licensing & royalties (no manufacturing)	Company, researchers (equity), ecosystem
CRISPR-Cas9	Fundamental biology research	DNA as a programmable editing tool	University IP → many licenses & spin-offs	Universities, researchers, many firms

The Research2Market Program exists to help you identify the right pathway — not to force one model.

The Research2Market Journey



The Research 2 Market Journey



Program Highlights:



Criteria & Timeline

About the program



Aim

allows researchers to develop their innovation in any sector into commercially viable products and applications.

About

offers specialized entrepreneurship and commercialization support, including tailored mentoring, capacity-building workshops, exposure and access to local and global networks, and a pool of seasoned experts.

Target Audience

Researchers, instructors, innovators, engineers having an applied research project or technology, looking to access the market, create a startup and get international exposure.

Selection Criteria



1

Applied research that is Innovative and technology-based with an existing prototype or tested proof of concept.

2

Project addresses an important economic or social impact

3

Market and economic viability of the project

4

Potential of scalability

5

Team expertise, motivation and clear IP governance model. At least one dedicated business founding member. The initiative will primarily target senior researchers and PhD candidates with strong research outputs and high potential for commercialization and societal impact.

Program Phases

A staged, evidence-based journey



1

Call for application

Selection of 4 teams

Deadline: April 10

2

Intensive Bootcamp

Acceleration phase

Selection of 2 teams

May-June 2026

3

**Incubation
(2 teams)**

July-October 2026

4

**Jury &
Showcase Event**

**Selection of one final
winning project for
awards.**

October 2026

Our Approach to Guiding Researchers to Entrepreneurship



Intensive Bootcamp



Bootcamp Title: From Lab to Market – Transforming Applied Research into Viable Business Models

Objective;

This intensive 3-day bootcamp empowers research teams to transform applied research into market-driven ventures. It bridges the gap between lab and market by guiding participants through a structured path from innovation to commercialization. Through hands-on sessions, participants will validate market needs, develop scalable business models, and gain essential knowledge in IP protection and go-to-market strategies.

Delivered by experts from Berytech, USJ, and subject matter professionals, the program fast-tracks the journey from academic research to viable startups.

Program Topics & Structure:



Day 1 – From Idea to Market: Entrepreneurship & Market Discovery

- Introduction to innovation and entrepreneurship
- Identifying market opportunities and target
- Solidifying a value proposition that resonates

Day 2 – Building the Business: Models & Market Entry

- Business Model Canvas tailored for research commercialization
- Mapping go-to-market pathways
- Case studies of successful spin-offs and research-based startups

Day 3 – Securing the Foundation: IP & Pitching

- Basics of IP and commercialization pathways
- Pitching essentials



Outcome: Business Model Canvas for 4 teams

Acceleration phase



Objective:

Acceleration phase: Market validation – Testing assumptions and validating real-world relevance

Sessions are delivered by USJ and Berytech experts.

Outcome:

Validation of business model and market product fit & selection of 2 teams

Incubation phase:

Tailored support for research-based ventures



Problem & Opportunity



Unique Value Proposition



Key Activities



Go-to-market Channels & commercialization strategy



Intellectual Property Strategy



Team structure



Solution development & technology features



Target Customers / Beneficiaries



Revenue Streams & Cost structure



Key Partners & Stakeholders



Impact



Next steps | Milestones & Timeline

Expected Outcome: Finalized lean business plans & selection of 1 finalist for USJ awards.



Berytech
powering potential



Let's connect,
build and power
potential

www.berytch.org

