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# Research2Market Berytech-USJ edition

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

**Berytech**  
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**USJ** 150  
Saint Joseph University of Beirut  
1875 2025 Our Roots Our Future

# RESEARCH MARKET



**Research. Innovate. Commercialize**

# From Research to Market:

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Why It Matters





## Shifting Mindsets & Driving Innovation

Researchers adopting an entrepreneurial, problem-solving mindset



## Generating Spin-offs & Market-Ready Ventures

Turning lab discoveries into practical solutions and startups



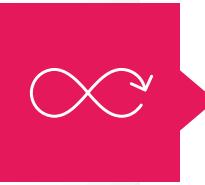
## Advancing Key Industries

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



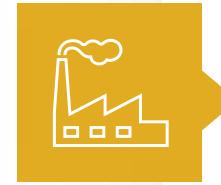
## Fostering University-Industry Partnerships

Collaboration with industry, investors, and NGOs to scale solutions



## Elevating Productivity

Research-based ventures and applied, cost-effective solutions



## Promoting Local Production & Reducing Import Dependency

Strengthening economic resilience and self-sufficiency



## Creating Societal & Economic Impact

Rapid response to local challenges

Frugal innovation: resourceful, low-cost, high-impact solutions



## 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:

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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

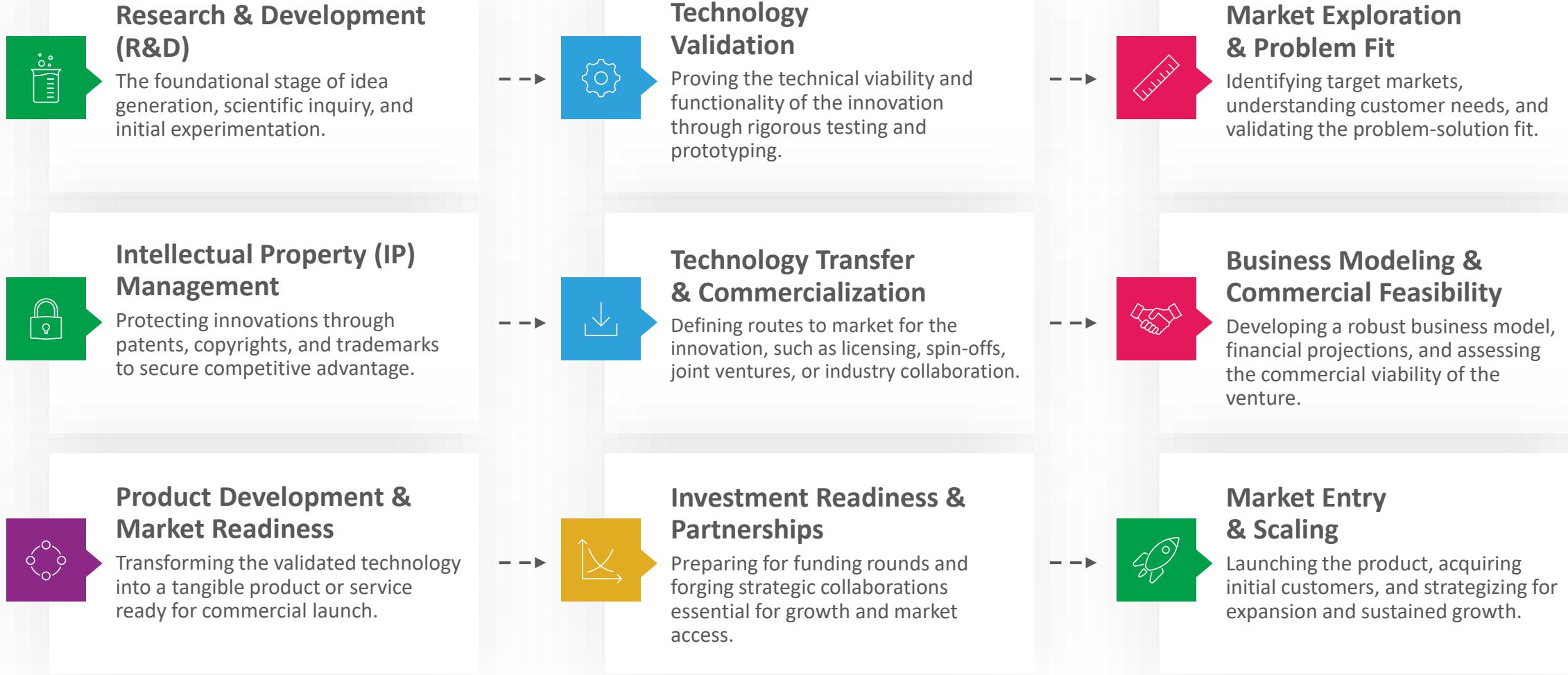
The Research2Market Program exists to help you identify the right pathway — not to force one model.

# The Research2Market Journey

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# The Research 2 Market Journey



# Program Highlights:

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Criteria & Timeline

# About the program

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## 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

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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

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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

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# 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

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## 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

 Solution development & technology features

 Unique Value Proposition

 Target Customers / Beneficiaries

 Key Activities

 Revenue Streams & Cost structure

 Go-to-market Channels & commercialization strategy

 Key Partners & Stakeholders

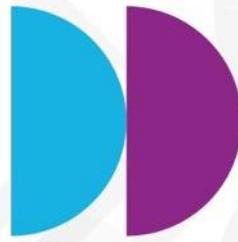
 Intellectual Property Strategy

 Impact

 Team structure

 Next steps | Milestones & Timeline

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



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Let's connect,  
build and power  
potential

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