



## HOW TO THINK COMMERCIALY #1

### Does your innovation solve a problem?

Successfully securing an SBIR/STTR award is contingent on producing an innovation that the marketplace will be willing to purchase *because it solves a problem*.

Many researchers have a primary goal of developing research for its own sake. Their desire is to be reviewed by peers, published in academic journals and have their work validated. It's a valid pursuit.

But what if that work could actively solve serious problems? What if it could save lives?

In order to make that happen, that research must be developed with a commercial goal in mind. That requires you to answer three fundamental questions:

1. What is the problem your technology/innovation/discovery is solving?
2. How does your innovation solve or ameliorate the problem?
3. How is your proposed solution unique? How is it different from other solutions or at least how the user is currently addressing the problem?

BBCetc offers a series of on-demand commercialization webinars that create a Startup School to help you understand the fundamentals of starting a new venture based on your technology. They will guide you through creating a commercial solution, finding and reaching your target audience, building a company to manufacture and market your solution, deciding your ultimate goal and more.

Use the link below to watch the first presentation from Wally Myer of the University of Kansas, creator of the SHARPhub Startup School, on establishing a new venture to bring your research's benefits to people who need it.

SHARPhub is a technology commercialization initiative of BBCetc that targets the NIH-designated Central IDeA region (Kansas, Nebraska, Oklahoma, North Dakota and South Dakota). Find out more at [sharpideahub.com](http://sharpideahub.com).