

# From Lab to Market: Path to Research Impact

## 1 Innovation

Pitt research creates an innovation that has value outside the lab.



## 2 Invention Disclosure

The researcher submits an idea or discovery to the Innovation Institute.



## 3 Intellectual Property Assessment

Licensing staff review the disclosure and make a recommendation for intellectual property protection.



## 6 Negotiate the License

Our licensing staff assists the researcher and the licensee in agreeing to terms and executing the license.



## 4 Commercialization Assessment

What is the best path to market? The Innovation Institute provides education programs, funding, and mentoring to decrease the opportunity risk and move the discovery closer to market.



## 5A Start a Company

Platform technologies and innovations with broad applications may be suited to the formation of a startup, although leadership, competition, and barriers to market entry also influence the decision. Entrepreneurs in residence at the Innovation Institute vet potential startups and identify resources to get them off the ground.

— or —

## 5B Find a Partner

An innovation that improves upon an existing product or solution most likely would be pursued as a licensing partnership with an existing company. The Innovation Institute will conduct market research, develop marketing materials, and coordinate with the researcher to attract potential licensees.



## 7 Alliance Management

The Innovation Institute manages the license agreement and connects the licensee to the resources needed to succeed.



## Want to bring an innovation to market?

Contact the Innovation Institute at [innovate@pitt.edu](mailto:innovate@pitt.edu) or 412-383-7670.