

DRAFT: "Business and Entrepreneurship Workshop for Scientists and Engineers"

Facilitators:

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It is clear that the development and advances of a country can be accelerated by the use and adoption of science and technology. Thus, there is a recognized need for governments across Africa to increase their spending on science, technology, engineering, and mathematics (STEM) education. However, it is well known that STEM education is not sufficient to provide the desired increase in standards of living and much needed jobs. There is an essential step between ideas and their commercialization, between prototypes and products. This is the place where the current workshop comes in -- to provide some basic training that can plant the seeds to facilitate the development of useful products and services for the community from scientific and technological ideas and prototypes in the laboratories.

This workshop is a two-day program as part of the pre-conference of the AMRS2024 conference. The pre-conference comes up 14-15 December, two days before the main conference (16-19 December, 2024).

Topics will include:

- Innovation/Research to market case studies
- Market need identification/feasibility study
- Concept of intellectual property (IP) and its significance in commercializing ideas
- Business Model development
- Taking science to the market - Timelines and processes
- Doing business in Africa (components of the entrepreneurial ecosystem, business formalities, IP office, grants, investor resources, etc.)
- Finance – basic financial skills needed for start-ups
- Marketing and Sales
- Communication and networking skills
- Plenty of group exercises, networking and collaboration among participants
- Pitching ideas to investors, customers, etc., business plan presentations by participants