



Research &  
Economic Development



Culverhouse  
College of Business

# Bama IP Commercialization Academy

Sept. – Nov. 2022

THE  
EDGE



Alabama  
Entrepreneurship  
Institute

EDGE  
LABS



Alabama Power  
Foundation

# What is this program?

UA ORED is presenting the inaugural **Bama IP Commercialization Academy** with generous contributions from UA's Culverhouse College of Business, AEI, and Alabama Power Foundation.

We are inviting you to join a team of student entrepreneurs and the inventor of a UA IP (patent or patent application) to identify a commercialization path of the IP!

**Cash awards, training, and coaching/mentoring** are available for students in this program as well as in the future business adventure.

**Bama IP Commercialization Academy**



## Program Highlight

Teams with **student Entrepreneurial Leads (ELs)** and a **Technical Advisor (TA)** will be formed, the commercialization ideas will be generated, validated, and tested through the 3-phase program. The proposed commercialization path (startup or licensing) will be pitched to judges and receive feedback and prizes.



## Benefit for Students

Great entrepreneurial experience, working with UA IPs and the inventors. Opportunity to receive cash awards, learn the commercialization process, and build your network. You could also earn an internship opportunity to further develop the business in the near future, more supports will be provided!

### Phase 1 -

#### Evening Pitch & Team Formation

Sep 7 & 8, 6-8pm

AIME 110



- Inventors introduce the IPs, students pitch their application ideas, teams formed
- Team awards: \$300\*
- **You are encouraged to participate in both evenings**

\* Cash prizes are for ELs only  
(Pizza will be served 5pm-6pm)

### Phase 2 –

#### Crimson Startup

9/30/22 – 11/4/22

6 Fridays, 1-3pm

AIME 110



- Student teams join the 6-week Crimson Startup
- Team awards: \$600-\$3,000\*

\* Cash prizes are for ELs only

### Phase 3 –

#### Final Pitch

11/17/22, 6-9pm

AIME 110

- Team awards: \$4k - \$10k\*\*

\*\* Each EL of the winning teams can receive up to \$1,000 cash, the rest will be saved in an account for business development  
(Dinner: 5pm – 6pm)

Phases / Dates	Program Activities	Deliverables:
<b>Phase 1</b>  W-R, Sep.7-8 6-8pm	<b>Weekend Pitch and Team Formation Event:</b> <ul style="list-style-type: none"> <li>Inventors introduce the IPs to the crowd, students pitch their application ideas, teams are formed around the pitched ideas</li> <li>Teams will meet to further develop their ideas after the evening pitch event. Coaching/mentoring/office hours will be provided.</li> </ul>	<ul style="list-style-type: none"> <li>Teams of 3+ members are formed around each IP: <ul style="list-style-type: none"> <li>Students as Entrepreneurial Leads (ELs)</li> <li>Inventor as the Technical Advisor (TA)</li> </ul> </li> <li>Each formed team will receive a prize of <b>\$300*</b>  <i>* Cash prizes are for ELs only</i></li> </ul>
<b>Phase 2</b>  9/30/22 – 11/4/22  6 Fridays 1-3pm	<b>Teams Move On To the 6-week Crimson Startup Program</b> <ul style="list-style-type: none"> <li>The teams will learn customer discovery and find product-market fit in Crimson Startup. Each team will be paired with a coach.</li> <li>At the end of the Crimson Startup, judges will pick top 3 teams from qualified teams.</li> </ul> <p><b>** Qualified teams</b> are the ones that participate in the whole 6-week crimson startup and conduct at least 50 customer interviews.</p>	<ul style="list-style-type: none"> <li>The top 3 qualified teams will receive awards <b>(\$3,000, \$2,000, and \$1,000)*</b></li> <li>All the other qualified teams will receive <b>\$600*</b> as a recognition for completing Crimson Startup</li> <li>All the qualified teams can move to Phase 3.</li> </ul> <p><i>* Cash prizes are for ELs only.</i></p>
<b>Phase 3</b>  R, 11/17/22 6-9pm	<b>Final Business Pitches and Plan for Moving Forward</b> <ul style="list-style-type: none"> <li>All the qualified teams are eligible for joining the final pitch.</li> <li>On Thursday, 11/17/22 at 6pm, the teams will pitch to judges, receive awards, and follow-up with the leadership team to plan moving forward</li> </ul>	<ul style="list-style-type: none"> <li><b>Awards (\$10,000, \$7,000, \$4,000)**</b> will be conditionally given to the top 3 teams</li> <li>More support is available for the teams that plan on moving forward with a business.</li> </ul> <p><i>**condition: each winning team EL can receive up to \$1,000 cash, the rest will be saved in an account for business development)</i></p>

Program location: AIME 110

# Bama IP Commercialization Academy



**Interested? Free registration using the link or the QR code (due by 8/31/22):**

Registration link: [https://universityofalabama.az1.qualtrics.com/jfe/form/SV\\_0STZGLy4G4mEcse](https://universityofalabama.az1.qualtrics.com/jfe/form/SV_0STZGLy4G4mEcse)

QR code:



**QUESTIONS? Contact:**

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