

COMMERCIALIZATION BOOT CAMP

FEBRUARY 28, 2012

BRITISH COLUMBIA
INSTITUTE OF
TECHNOLOGY

APPLIED RESEARCH
LIAISON OFFICE (ARLO)

BCIT.CA/APPLIEDRESEARCH/ARLO



BCIT is excited to present an all-day Commercialization Boot Camp for entrepreneurs and BC businesses. This Boot Camp is provided at no cost to the participants and is designed to help understand and assist through the processes and pitfalls of commercialization.

The all-day training and networking will assist you in getting your product and service from the proof of concept stage to the marketplace. This is a unique networking event - one that transcends traditional handshakes and exchanging of business cards. Industry professionals, SMEs and entrepreneurs interact to innovate ideas and establish new business relationships.

Industry experts

Our speakers are subject matter experts at the forefront of their fields:

- Product and business development
- How to access government financial assistance
- Building a support network
- Intellectual property/patenting
- Market research and competitive intelligence

They will help you avoid the all-too-common mistakes that lead to new product failure: redefine your views on new product development; explore alternate strategies to your idea; learn from the experiences of other industry experts and entrepreneurs who have overcome similar challenges to the ones you currently face.

Event Details

Date: Tuesday, February 28, 2012
Time: 9:00 AM - 3:00 PM
Location: BCIT CARI Building, 4355 Mathissi Place, Burnaby, BC
Cost: Free (\$500 value)

For more information please visit our website: www.bcit.ca/appliedresearch/arlo
Or search "commercialization boot camp" at www.bcit.ca



MORE INFORMATION

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Agenda

9:00 AM	–	9:30 AM	Registration
9:30 AM	–	10:30 AM	Introductions
10:30 AM	–	10:50 AM	Networking Break
10:50 AM	–	12:15 PM	Presentations
12:15 PM	–	1:00 PM	Lunch & Networking
1:00 PM	–	2:00 PM	Presentations
2:00 PM	–	2:15 PM	Networking Break
2:15 PM	–	2:50 PM	Summary and 'Next Steps' Discussions
2:50 PM	–	3:00 PM	Closing Remarks

(A more detailed agenda will be sent to registrants closer to the event date - format of agenda may change)

Testimonials

"Absolutely this event added value to my company! All BCIT staff (and others) with whom I spoke with were very eager to assist me and provide me with names of individuals they believed could assist me."

Roger T.

"It was an opportunity to have knowledgeable individuals listen to my business idea and give productive feedback"

Richard B.

"There was a lot a useful connections and project specific guidance. As a young entrepreneur, I was looking for the next steps to develop my project and this workshop provided me with the great information and contacts to further develop my idea. I look forward to the next workshop."

Brian B.

"Helping entrepreneurs and SMEs understand the processes and pitfalls of commercialization"