



EPFL Postdoc Program

From the lab to the market: harnessing your deep tech expertise

Overview

Realizing the commercial possibilities of the advanced technologies that you develop in the lab allows you not only to engage in more meaningful research projects, but also to consider entrepreneurship as an alternative career path.

EPFL Postdoc Organization invites you to join a unique program on how to discover and evaluate potential applications for your research project or unique know-how, so that you can harness your deep-tech expertise and develop a strategy to realize its full potential.

In this hands-on seminar, you will learn to apply a simple and solid business tool—the [Market Opportunity Navigator](#). This framework consists of 3 key steps: (1) how to identify different applications and target customers stemming from your core abilities; (2) how to evaluate different market opportunities to reveal the most attractive option; and (3) how to create a strategic plan that focuses on the most promising path but keeps you open minded and agile.

So- if you wish to enrich your toolbox to help you:

- gain better understanding on the value of your innovation
- shift from an academic mindset to an entrepreneurial outlook
- make better commercialization decisions
- communicate your know-how to increase collaboration

join us in this unique learning experience.

Course schedule

Session	Date & time	Content
1	13.7.20 15:00-18:00	Introduction to the course, overview of the framework, introduction of participants
		Step 1- Generating market opportunities: Explain in details Worksheet 1 + give time to apply and discuss

2	16.7.20 15:00-18:00	Discovery round tables (mixed teams for ideation brainstorming)
		Team presentations of Worksheet 1 and Market Opportunity Set
3	20.7.20 15:00-17:30	How to conduct customer discovery interviews
4	22.7.20 15:00-18:00	Step 2: Evaluating market opportunities Explain in details Worksheet 2 + give time to apply and discuss
5	23.7.20 15:00- 18:00	Step 3: Prioritizing market opportunities Explain in details Worksheet 3 + give time to apply and discuss
		Introduction to the Lean Startup methodology and how the Navigator fits in
6	27.7.20 15:00-17:30	Guest lecture: a story of bringing a technology from the lab to the market
		Summary, supporting resources & main takeaways

About the lecturer - Dr. Sharon Tal

Dr. Sharon Tal helps entrepreneurs and managers identify, evaluate and prioritize market opportunities for their business. Together with Prof Marc Gruber she wrote the book '[Where to Play](#)' to help companies choose a promising strategic focus and move forward with confidence.

Dr. Tal is a co-founder and former executive director of the Entrepreneurship Center at the Technion, Israel Institute of Technology, and a senior lecturer on marketing and entrepreneurship. She runs courses and workshops in accelerators and universities around the world, and serves as a mentor in many organizations that aim to help budding entrepreneurs. Sharon has over a decade of experience in marketing and in strategic consulting. Her PhD research looked at market entry decisions of hundreds of startups and its consequences on firm performance and flexibility.