



Custom Technology Commercialization Program

Creating a new technology is hard, but turning it into a commercially successful product or service poses challenges of its own. UC San Diego's Global CONNECT and the Institute for the Global Entrepreneur have developed a customizable one- to two-week long training program focused on helping people understand how to bring an early-stage technology to market. Importantly, participants learn how to convey the opportunity in a clear and compelling way to potential customers, partners, and investors.

Program benefits

- Program is a combination of seminar sessions, site visits, and team based projects based on clients' goals
- Learn from experienced practitioners and domain experts
- Gain experience working as a team and honing communication skills by presenting multiple times throughout the program
- Program emphasizes lean startup and human-centered design methodologies, while covering topics such as problem definition, customer discovery, legal and IP issues, business models, market sizing, and financial concepts, among others
- Improve your ability to pitch to knowledgeable investors and receive constructive feedback

Who should attend

This program is intended for a wide range of individuals from industry, academia, and the public sector who can benefit from learning key aspects of moving technology from the lab to the marketplace. Prior participants have been working professionals, university faculty, graduate students, and government employees involved in research and innovation initiatives.

Why attend

The program has proven to be highly successful for participants from a variety of backgrounds and countries. Prior clients include the Korean Institute for the Advancement of Technology, Osaka University in Japan, and the Universidad Tecnológica Centroamericana (UNITEC) in Honduras.



Global CONNECT™

Global CONNECT is a program of UC San Diego Extension that develops customized workshops in the dynamic and challenging world of technology commercialization, innovation and entrepreneurship. By drawing on the success of San Diego's economic transformation and knowledge of best practices around the world, Global CONNECT assists governments, companies and universities in building the capacity necessary to compete in a global knowledge-based economy. We work closely with each client to provide a hands-on education and training program designed specifically for them.

Institute for the Global Entrepreneur

The Institute for the Global Entrepreneur encompasses education and training programs, mentoring, and strategic partnerships, all working toward a common goal: preparing engineers and MBA students to become change makers, technical leaders, and entrepreneurs who drive innovation within organizations both large and small. A collaboration between the UC San Diego Jacobs School of Engineering and Rady School of Management, IGE is dedicated to training global technology leaders and translating university discoveries to the marketplace.

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