

How-tos for Bringing Ideas to the Marketplace

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It's a universal challenge for any entrepreneur □ how do you find support and capital to successfully bring an idea to market?



The “Invention to Venture” workshop on Friday (Nov. 12) is a must for any entrepreneur who wants to bring new technology to the marketplace, says John Elstrott, professor of entrepreneurship at the Freeman School of Business.

Several groups in New Orleans are working to create infrastructure to make it easier for researchers to commercialize their innovations in the Crescent city to create jobs and ventures.

These include the New Orleans BioInnovation Center, a \$47 million technology business incubator under construction on Canal Street; the Tulane Office of Technology Transfer and Intellectual Property Development; and economic development group GNO Inc., which is launching a nonprofit, early-stage investment fund next month.

“New Orleans has been laying a solid foundation for the commercialization of technology,” says Lina Alfieri Stern, who is director of the [Levy-Rosenblum Institute for Entrepreneurship](#) at Tulane. “The goal is to provide resources to more efficiently bring new products to market, which can lead to more wealth for our region and the creation of new jobs.”

Stern and many entrepreneurship groups at Tulane are partnering with the BioInnovation Center and the National Collegiate Inventors and Innovators Alliance to host an all-day workshop on Friday (Nov. 12) to talk about the tools needed to transform an innovative idea into a new technology venture.

[“Invention to Venture”](#) is scheduled from 8 a.m. until 5 p.m. at 1440 Canal St. The workshop, which is intended for students, faculty, business leaders and community members, will focus on technology commercialization, social entrepreneurship, business planning, venture capital and intellectual property.

“This workshop is must for any entrepreneur wanting to effectively and profitably bring their technology to the marketplace,” says John Elstrott, professor of entrepreneurship at the [A. B. Freeman School of Business](#).

The event is co-hosted by several Tulane organizations – the Tulane Entrepreneurs' Association, Social Entrepreneurship Initiatives, the Net Impact Chapter and the Department of Biomedical Engineering. “Invention to Venture” is a national workshop series started in 2003 by the National Collegiate Inventors and Innovators Alliance.