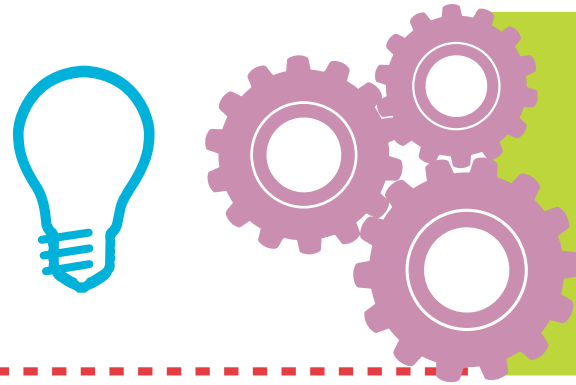


# FROM IDEA TO MARKETPLACE

Learn how to navigate the process



## Innovation Speakers Series 2010

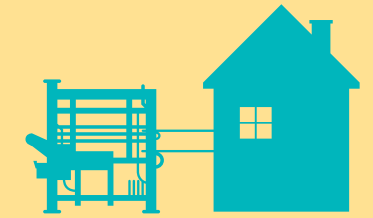
PRESENTATIONS ARE FREE.  
LUNCH WILL BE PROVIDED.

### TO REGISTER

Email [moniquem@nait.ca](mailto:moniquem@nait.ca).

### FOR MORE INFORMATION

Visit [www.novanait.ca](http://www.novanait.ca) or contact  
Louis Hui at [louish@nait.ca](mailto:louish@nait.ca) 780.378.6183.



### BUILDING BUSINESS MODELS THAT WORK

Thursday,  
March 25  
12 p.m. - 1 p.m.  
W202, HP Centre



Learn how to develop your business to maximize the value of its products or services. This session will address business development fundamentals: business planning, financial planning, manufacturing, marketing and management structure.

Presented by Randy Thompson, *novaNAIT* Entrepreneur in Residence and President & CEO of VentureAlberta

### INNOVATOR'S TOOL BOX

Thursday,  
February 25  
12 p.m. - 1 p.m.  
W202, HP Centre



It is critical to understand the commercial merit of an idea before pursuing it. Learn how to conduct a feasibility analysis and what to consider when determining the proper commercialization pathway.

Presented by Beverley Sheridan,  
President of Technology NOW

### CONDUCTING RESEARCH AND DEVELOPMENT

Thursday,  
April 22  
12 p.m. - 1 p.m.  
W202, HP Centre



How do you conduct research and development? Who should do it and when should it be outsourced? How much will it cost? This session will explore these questions and help you create an R&D plan.

Presented by Dr. Inderpal Singh,  
President & CEO of SBI Fine Chemicals



### INCUBATE YOUR BUSINESS FOR SUCCESS

Thursday,  
May 27  
12 p.m. - 1 p.m.  
W202, HP Centre



Whether it be for financing, licensing, a buy-out or a strategic alliance, understanding how, when and why deals are made is important. Learn how to do your due diligence, determine what makes a "good" deal and structure your company.

Presented by Jerry Gunn,  
President & CEO of Precision Scale



Presented by



*novaNAIT*

APPLIED RESEARCH AND  
TECHNOLOGY TRANSFER

