

The successful commercialization of academic research presents both a significant opportunity and a unique challenge. This colloquium will explore the methodologies necessary to transition from academic innovation to a market-ready, deep-tech venture. The discussion will center on four key pillars: technical due diligence, market validation, team building, and intellectual property protection. First, we will outline a robust framework for conducting technical due diligence, ensuring that the technology is feasible, scalable, and has a competitive edge. Next, the session will delve into market validation strategies, emphasizing customer discovery and feedback loops to confirm demand and assess product-market fit. The importance of assembling a multidisciplinary team with complementary skills for effective execution will be addressed, highlighting strategies for establishing company culture and strong team dynamics. The colloquium will also focus on IP protection, discussing best practices for safeguarding innovations while navigating the complexities of patents, trade secrets, and licensing. Finally, several case studies of successful academic technology transfers will be examined, providing real-world examples of how these strategies have led to impactful market entry.