



NETP Commercialization Workshop
OPEN TO Biomedical Community!
Monday, February 27 - Thursday, March 2
10:00 a.m. – 3:00 p.m.
Lurie Biomedical Engineering Building 1130

Lunch provided
[REGISTER NOW](#)

NETP Commercialization Workshop

Content Providers include:

Emily Caporello, PhD (NIH NINDS)
Johnathan Fay, PhD (Center for Entrepreneurship):
Alex Vaskov, PhD (U-M Robotics)
Brian Mech, PhD (Alfred Mann Foundation)
Grace Hsia Haberl, MsE (Center for Entrepreneurship)
Eric Fretz, PhD (Center for Entrepreneurship)

DESCRIPTION:

NETP will be hosting a 4-day commercialization workshop over the winter break. The workshop will provide valuable insights and hands-on training to help our students and researchers understand the practical aspects of turning neural engineering ideas into successful commercial medical devices.

The workshop will feature industry experts who will share their experiences and knowledge on topics such as product development, market research, intellectual property, and fundraising. There will also be opportunities for networking and mentorship with industry professionals.

The workshop will be held on Monday, February 27th - Thursday, March 2nd on U-M Campus (LBME 1130). Participation is open to all NETP students, researchers, and faculty. We encourage you to take advantage of this unique opportunity.

Please register by visiting [REGISTRATION LINK](#). Space is limited, so please register NOW.

If you have any questions, please do not hesitate to contact us at NETP.Trainees@umich.edu. We look forward to seeing you at the workshop!

Outline:

Monday, February 27

- Clinical needs, user input, and product ideation
- Competitive market analysis, patent landscapes

Tuesday, February 28

- Reimbursement analysis
- Go-to-market plan for your neurotechnology (includes regulatory)

Wednesday, March 1

- Progressing to a first-in-human study
- Funding including SBIR/STTR applications
- Develop a venture pitch

Thursday, March 2

- Teams pitch their ideas