

Call for Participation of Entrepreneurs and Ventures

BUS 338: Foundations of Innovation

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Simon Fraser University; Beedie School of Business; Surrey Campus

Are you working to commercialize a new product or service? Could you use additional resources and assistance in identifying and assessing real-world applications of your innovation? The Business 338 class (based at SFU Surrey) is looking for YOU! Your company will receive resources to help take your ideas forward and gives students hands-on experience in the commercialization of innovations. *Each business will be matched to a student team working under the guidance of the instructor.*

What You Get:

- **A team of highly motivated and creative student entrepreneurs to assist in:**
 - **review of your core Value Proposition**
 - **identification of possible new markets and market segments**
 - **identification of key user needs and current satisfaction within identified segments**
 - **identification of competition and other influencers within those markets**
 - **collection and analysis of market information and feedback**
- **A final report that can form the foundations of, or add to, your business plan or other necessary materials for use while seeking investors or partners.**

What You Have to do:

- Show up to one of the classes in January and pitch your idea (5 minutes max). May be by Zoom.
- Have an innovative idea.
- Be available for one-hour meetings with your team every few weeks and be reasonably available over email or phone for the semester if questions arise.

Intellectual Property:

Students gain an invaluable experience helping to commercialize a real-world invention, but they are not entitled to any of your IP currently held by your company, nor the ideas generated in class nor any revenues that result from commercialization. Should you wish to take them on in a follow-up placement, those arrangements are up to you. We typically do not get students to sign an NDA and instead ask companies to refrain from sharing sensitive information with the students. As the students are looking for product-market fit, they need to know more about what the product does, not how it does it.

How You Get Your Student Team!

Contact Peter Payne (peter_payne@sfu.ca) with the details above to discuss whether your idea or business can benefit from this course! DEADLINE: January 24, 2023.