

Attention graduate students and postdocs!

Have you ever wondered how your research could be used in the real world? Or which aspects of your research the real world would actually be interested in? Would you like to show your future employers that you understand the language of the market and how to translate your research into applications they care about? Then apply to join us for the

Lens of the Market® – Research2Innovation workshop!

The Graduate School Office of Professional Development (OPD) is pleased to sponsor two sessions of **Research2Innovation**, a **1.5-day, team-based workshop** that educates graduate students and postdocs on the process to successfully translate research into commercial innovations. This workshop is based on the construct that successful translation of research to innovations is predicated on researchers having both knowledge of science—a lens of research—and knowledge of market requirements—a lens of the market.

Research2Innovation will provide participants with interactive, hands on experiences to define and become conversant in key aspects of research to potential innovation translation – based on the **actual research** of the team members. Teams will explore key facets of translating research into innovations, such as:

- Understanding market structure and how this relates to the team's research;
- Determining which aspects of the team's research could become innovations to address market needs;
- Defining preliminary applications and markets that could use the team's innovations to address market needs;
- Developing value chains for example markets;
- Investigating whether the team's research is a potential platform technology; and,
- Exploring the concept of building sustainable value, brand and the role of life cycle analysis.

Research2Innovation outcomes: Participants will walk away from the workshop with:

1. A better understanding of the process required to translate research into commercial innovations;
2. A defined set of preliminary innovations and markets into which the team's research can be applied;
3. Example value chains for example defined markets;
4. A construct of whether this research is a platform which can apply to multiple markets;
5. An outline of resources required for successful research to innovation translation upon which a go-forward plan can be based; and,
6. A vocabulary and integrated overview of how your research weaves together with market intelligence to become potential innovations.

Learn more about **Research2Innovation** online at www.ecosVC.com/stage1/

When and where?

The Graduate School Office of Professional Development will sponsor two **Research2Innovation** workshops in the UMass Amherst Campus Center. The first will take place on **January 14-15, 2015** and the second on **May 13-14, 2015**. There is one application window and applicants must be available to participate in either session. Assignments will be communicated shortly after participants are selected. There is **no charge to participate** and applications are due by **Friday, October 24, 2014**.

Who is eligible?

Teams must be comprised of graduate students (Master's and PhD) and/or postdoctoral researchers from the following UMass Amherst colleges:

- College of Engineering
- College of Natural Sciences
- College of Nursing
- School of Public Health and Health Sciences
- College of Social and Behavioral Sciences

How to apply:

Team applications will be collected and up to 10 teams will be selected for participation.

Step 1: Pick a theme and form a team. Teams must consist of 3-5 graduate students and/or postdocs (see eligibility criteria) and the research theme selected by the team should be related to team member's current research. Interdisciplinary teams are welcome! For more information about research theme and team selection, visit the FAQ section.

Step 2: Fill out the team application form at <http://bit.ly/1r81c1p>. Please submit only 1 application per team (not per person). The application will be submitted by a designated Team Contact, but information will be collected for all team members. Each team member should verify permission to participate from his/her advisor before applying!

How will teams be selected?

The selection committee will evaluate applications using the following criteria:

- Research theme
- Expertise of and alignment of theme with team members' research
- Team dynamic
- Potential for the activity to further the career goals of team members

Up to 10 teams will be selected to participate in a **Research2Innovation** workshop.

FAQ

1. Does the research theme need to be based on team members' research? One of the team members? More than one? Can it be a totally unique idea/concept?
 - The research theme should connect all of the team members and be something they could actually enact or work on and make real “back at the lab”.
 - The research theme can be very narrow or broad depending on the team members and their interests. A theme could be something as broad as “thin films” or “wave propagation algorithms” or may be as specific as “nanoscale heart medical devices” or “imaging algorithms for computer vision”. The point is that each team member can contribute to the research on that theme, even if it is in very different ways.
2. Does the team have to demonstrate prior experiences working/collaborating together?
 - While no previous working relationship is required, the team must describe the rationale for team member selection and why/what positions the team for success.
3. How do I go about recruiting team members?
 - There is no set formula for team creation or composition – do what works! A few possible scenarios include:
 - Team A: Five Postdocs/Graduate Students from Lab X
 - Team B: Five Postdocs/Graduate Students from Labs Y and Z, which extensively collaborate in the selected research theme
 - Team C: Five members from five different labs and/or different colleges who feel their collective interdisciplinary knowledge can greatly serve the selected research theme
 - Team D: Five members who previously interacted through an academic course or project that focused on the selected research theme
4. Who should I contact for additional questions?
 - Questions should be directed to Shana Passonno, Director of the Office of Professional Development (passonno@grad.umass.edu)