

# Going to Market

Professor S. Sriram

5:00 PM, Room D

Innovation and development of new products and services are essential for success of any organization, but designing and launching new products is risky. Nearly 70% of failure is tied inadequate market analysis, pursuing less than optimal ideas, and poor market execution. This session with Professor Sriram will cover approaches to reduce risk associated with developing new products and services. His research interests cover brand and product portfolio management including optimal allocation of resources to maintain long-term brand profitability.

You Did the Work - Now Present It!

Professor Jessica Kramer

3:50 PM, Henderson Room

As a student you've been working hard in the lab developing new materials and exploring new ways to use those materials. However, your job does not stop there! You must now share this knowledge to your colleagues and give context and meaning to your research. This session will discuss techniques to engage audiences from diverse backgrounds and impress upon them the significance of your research. These skill sets are essential at every career stage in both industry and academia, and can contribute to national recognition and successful job searches.

Picking People: Partners, Founders, Employees, VCs

Mikhail Zolikoff

5:00 PM, Henderson Room

Start-ups make a lot of mistakes, but some are less obvious than others. Take, for example, the way in which most start-ups pick their partners, founders, employees, and VCs. A quick Google search will reveal that choosing poorly is the second biggest reason why start-ups fail. This session will share a succinct checklist of do's and don'ts for start-ups, as well as a variety of sometimes humorous but often horrific stories on how not to pick people. Mikhail brings to this session his experience as a founder of three Michigan based start-ups.



COLLEGE OF ENGINEERING  
MACROMOLECULAR SCIENCE & ENGINEERING  
UNIVERSITY OF MICHIGAN

# INNOVATION!

Wednesday, October 26th - Michigan League

A Different Drummer Crystal G. Morrison, Ph.D.		Translating Academic Discoveries Professor Milan Mrksich	
	Choosing Your Career & Value of IP Paul Rauch, Ph.D.		Going to Market Professor S. Sriram
Picking People Mikhail Zolikoff		Serial Innovation Lee Ellen Drechsler, Ph.D.	
	The Nanoman! Professor Nicole Steinmetz		You Did the Work-Now Present It! Professor Jessica Kramer

## Serial Innovation

Lee Ellen Dreschsler, Ph.D.

1:30 & 3:50 PM, Room 4

This Serial Innovation session is a chance for students to glimpse the rewards and challenges of industrial innovation, through the eyes of some of the most successful innovations at Procter & Gamble today. We are excited to immerse students from diverse scientific backgrounds in the techniques and mindset needed to navigate breakthrough technologies from idea to market in complex organizations. Through stories, games, and short tutorials, students and P&G innovators will experience a range of problem definition and problem solving approaches and put them into practice on a real-world challenge.

## Translating Academic Discoveries to the Start-Up

Professor Milan Mrksich

2:40 PM, Henderson Room

Milan Mrksich is a Professor of Biomedical Engineering at Northwestern University and a founder and inventor at SAMDI Tech, Inc., a contract research company that offers label-free assay development, high throughput screening, and peptide substrate discovery. In starting SAMDI Tech, Inc. Professor Mrksich was able to successfully leverage his position within academia to commercialize discoveries made in the lab. In this presentation he shares his experiences and offers practical advice to students on how to best translate current and future research into entrepreneurial endeavors.

## Choosing Your Career: An IP & Company Story

Paul Rauch, Ph.D.

1:30 PM, Henderson Room

Dr. Paul Rauch is a founder of the Evan Law Group, a Chicago based firm focusing on intellectual property and commercial litigation. As an attorney Dr. Rauch draws on his past experience as a scientist, having earned his Ph.D. in Chemistry from Cornell University.

In this presentation Dr. Rauch will tell his story of a career change from scientist to patent attorney, and then to form his own law firm. He will also discuss the tools he used to help identify different career paths and make the selection that was right for him.

## The Nanoman

Professor  
Nicole Steinmetz

1:30 PM, Room D

Researchers have a strong obligation to communicate science to the general public in order to make advances in science and engineering accessible. To communicate advances in cancer nanotechnology we have created a tiny superhero: The Nanoman. The Nanoman is on an important mission to deliver highly toxic drugs to cancerous tissues, while avoiding healthy cells. Curing cancer is no walk in the park! In video clips, music videos, video games, and live performances, we aim to make science accessible. This session will discuss the Nanoman program, how it started, and where it is headed.

## A Different Drummer

Crystal G. Morrison,  
Ph.D.

2:40 PM, Room D

Dr. Morrison's personal message of "A Different Drummer" promotes the relationship between being unconventional and thriving in an environment that encourages and benefits from diversity. Both are critical for positive change and cultural shifts, and every person has a role. Whether in our personal or professional lives, there must be people willing to be a little different. These people need an environment that encourages that diversity and values their uniqueness. This presentation will focus on the responsibilities and contributions of every person, not just managers.

## Value of IP to the Entrepreneur

Paul Rauch, Ph.D.

3:50 PM, Room D

Dr. Paul Rauch is a founder of the Evan Law Group, a Chicago based firm focusing on intellectual property and commercial litigation. As an attorney Dr. Rauch draws on his past experience as a scientist, having earned his Ph.D. in Chemistry from Cornell University.

This session will discuss the different forms of intellectual property, and how they can be used by the entrepreneur to help start and advance companies. The discussion will include a comparison of the different forms, how they can be used, and the building of portfolios to support different types of enterprises.