

Working with Bradley University: Technology Commercialization and Innovation for Illinois Companies

Many companies are using innovation to develop new products and improve internal business processes. These innovations come about by merging creative technical solutions, deep insights into customer needs, and smart business models.

The Turner Center for Entrepreneurship at Bradley University recognizes the growth opportunities in assisting entrepreneurs and tech-based companies to develop innovative products and services. The primary tool for doing this is using a stage gate framework to help individual companies develop and organize technology commercialization projects.

This framework allows companies to evaluate technical development, customer and market adoption, and business model development at each stage. This is essential for moving the concept to the marketplace. It also provides flexibility and offers companies multiple ways to pursue commercialization projects.

The Center's role is to advise and assist companies in developing projects. These range from pursuing breakthrough ideas to enhancing current products, and include:

- **Innovation and commercialization assessments.**
Identify innovation opportunities (i.e., technical solutions merge with customer problems, needs, or wants) and create an assessment plan for commercializing new technology and product platforms and business models.
- **Research & Development.**
Conduct R&D to solve defined technical problems that also have industry or customer applications. The data is used to evaluate if and how the problems can be solved and identify potential product or process applications.
- **Proof-of-concept.**
Create first iteration of a new product or process with simple features and generates data. Conduct initial assessment of customer applications, market adoption, and business models.
- **Prototype testing.**
Perform iterative testing to evaluate technical performance and target product applications. The data helps test initial product applications, collect customer feedback, perform market research, and evaluate business models.
- **Initial deployment of new product/process with customers.**
Use customer feedback in a product application environment to evaluate the “wow” effect, final product/process features, market adoption, and if and how the product/process will be launched.
- **Platform and product extensions.**
Leverage a company's existing technology and product platforms to develop new product applications. This takes advantage of in-house product designs, manufacturing processes, and customer knowledge for creating new product applications and markets.

If your company is interested in discussing technology commercialization projects, please contact:

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