

Neural Prosthesis Seminar

“Translation of Engineering Advances and Technology to Clinical Use”

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Biomedical Research Building 105

Case Western Reserve University



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Abstract

A well-known problem, the so-called “Valley of Death”, often exists in the translation of novel research technologies to the commercial markets, and relates to the inability, both financially and institutionally, to cross the chasm from idea to product. It is real, and confounds many efforts to translate important research into clinically useful paradigms. There is a big difference between teaching the how-to’s of technology transfer (eg. patents, licensing, royalties, ethics, grant-writing) and actually practicing the process itself of product development, strategic product launch/marketing (does the product solve a critical need, for whom, and how can it be properly marketed to those who will benefit from it), and finally the commercialization process itself. This presentation will explore case studies of medical technology commercialization with a focus on the process and potential outcomes.

For more information, please contact Cheryl Dudek at (216) 231-3257.

Live stream video link for each lecture at www.FEScenter.org/Seminar