



Bench2Market Talks

From University Innovation to Commercialization

- Designed for entrepreneurs in the university life science research community
- Provides tools to communicate the commercial potential of your research
- Topics, presentations and lectures relevant to technology translation

Date/Time	Commercialization Topic
September 29, 2021 11:30 am – 12:30 pm	Networking Tips How to re-engage in our changing environment
October 27, 2021 11:30 am – 12:30 pm	Translational Funding Opportunities Funding & resources for commercialization
November 17, 2021 11:30 am – 12:30 pm	Tales from the Trenches Panel Tips for success in commercialization
December 8, 2021 11:30 am – 12:30 pm	IP Strategy Patentability, freedom to operate, prior art & patent strategies
January 13, 2022 11:30 am – 12:30 pm	FDA Regulatory Strategy Regulatory pathways options and timing
February 16, 2022 1:00 pm – 2:00 pm	CMS & Reimbursement Codes Insurance payment strategies for new products
March 16, 2022 11:30 am – 12:30 pm	Go to Market Strategy A how-to guide for milestone creations
April 14, 2022 11:30 am – 12:30 pm	Contract Law & Licensing Strategies Legal considerations for technology commercialization
May 18, 2022 11:30 am – 12:30 pm	Investment and Dilution Business strategies for equity negotiation
June 1, 2022 5:30 pm – 6:30 pm	Med-Tech Funder Perspective What savvy med-tech VC's care about

Registration links available at: <https://biolocity.gatech.edu/events/>

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