



Light the bulb <sup>SM</sup>

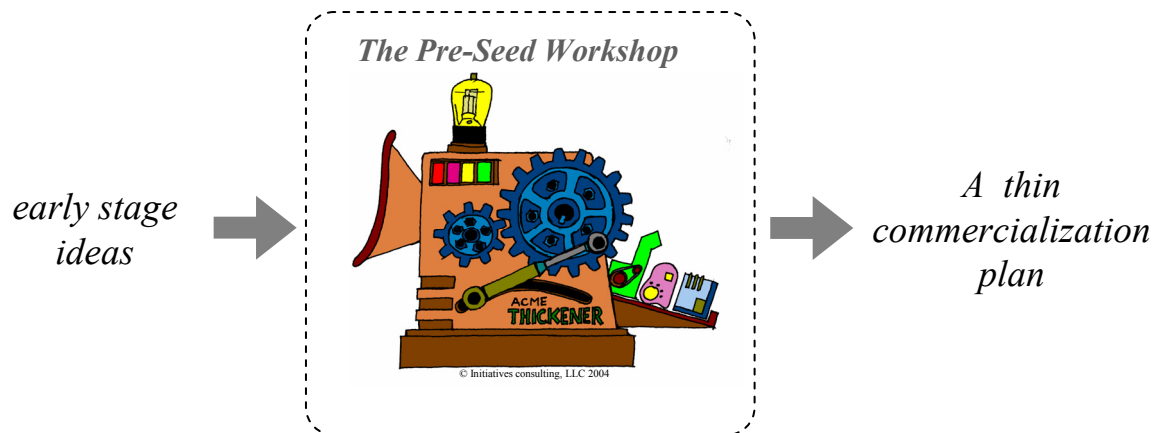
## **Pre-Seed Workshop**

*For **High-Tech Ideas**  
that think they may want to become  
**Start-Up Companies** <sup>SM</sup>*

**What is it?** A workshop designed to investigate very early stage ideas; assessing their potential as the foundation of a start-up business, licensing opportunity, or new product within an existing business.

**What's the format?** Idea-teams complete two, intense 1-day sessions separated by 1-week of “homework”.

**What's an “Idea-Team”?** Teams are created around a central technology, product, or business idea. Each team, at minimum, contains a champion, a technologist, an MBA student, and a local start-up coach.



**For more information:**

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## The workshop helps Idea-Teams answer three questions:

1.

### Idea assessment

“Is the idea worth pursuing?”

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- Simply stated, what is your product?
- How is it novel? Why is your product going to be better?
- How “protectable” is your idea?
- Who will buy this product and how much will they pay?
- How is the world surviving without your product today?
- How far along are you? When can you start selling?
- Can this company make any money?
- How will you get your product all the way to the end users?

2.

### Entrepreneur’s assessment

“What should my role be?”

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- Do you understand *The Bumpy Road to a Start-up Company*?
- So you think you want to be an entrepreneur?
- What’s the best role for *you*?
- Who’s on your team?

3.

### Next steps

“What should I do after the workshop?”

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- Where do I get money?
- Where do I get help?
- What are my next priorities?

## Why this is a unique approach to idea-stage commercialization:

- ✓ **Advances real opportunities; starts real “pre-seed” companies!**
- ✓ Directly applicable to the *pre-seed* stage.
- ✓ Matches dedicated, hands-on coaches to idea-teams.
- ✓ Coalesces community support:  
*Technology, coaches, economic development, sponsors...*
- ✓ Unique workshop format:
  - 80% hands-on; only 20% lecture.
  - Dynamic, fast-paced, and efficient.
  - “Through the week” homework.
  - Educates *technologists* to *business* requirements.
  - Includes *experiential* learning around entrepreneurial fortitude.
  - Includes content from local experts.

**Proven  
format**  
Nearly 100 idea-teams  
have attended with over  
30 company starts!

***“A head-on, hands-on way to address tech-transfer!”***

Roger Williams, Director, Tech Transfer, New York State Center for Life Science Enterprise at Cornell University

***“To have such an accomplished coach dedicated to our idea for an intense 30 hours was invaluable!”***

Ryan Troll, Student entrepreneur, Rochester Institute of Technology

***“This is the best commercialization program that I’ve encountered anywhere!”***

William Leonard, Assistant Professor, College of Applied Science and Technology, Rochester Institute of Technology

***“The Pre-Seed Workshop fills an absolutely critical need for early-stage ideas.”***

Paul Wetenhall, President, The Ben Craig Center, Charlotte, NY

***“It was a tremendously effective way for me to envision the business aspects needed to move my technology forward.”***

Lewis Rothberg, Professor of Chemistry, University of Rochester

***“It’s like a sip of business help from a fire-hose!”***

Anonymous idea-champion from Syracuse University

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