



Western University WE-Empower

The WE-Empower program aims to form an allyship with Principal Inventors (PI's), post-doctoral fellows, graduate students, staff, and entrepreneurs who identify as women in the technology sector; or as indigenous; or are from diverse and under-represented groups. With the mission to fill the gap that currently exists within our innovation ecosystem by providing entrepreneurship support and training, and research commercialization to innovate and promote the development of new technologies.

The Objective

- 1) Enhance the presence of women and underrepresented groups in technology to create a more equitable and inclusive Western Research community
- 2) To promote an innovation culture to not only inspire the campus community but also provide a platform for Western technologies to make a global impact
- 3) Provide participants with a platform to learn more about innovation and entrepreneurship streams
- 4) Gain a deeper understanding for technology transfer, research commercialization, IP protection and strategy, business plan development, and pitch presentation
- 5) Aid participants in building a network within the respected disciplinary, in order to increase the success of commercialization

Attendance

You are required to attend all sessions in this program. However, circumstances may arise which make it impossible for you to attend (e.g., conflicting course schedule, health-related reasons). As a matter of professional courtesy, you are expected to inform Susan Jacobs (susan.jacobs@uwo.ca) about your absence in advance.

PLEASE NOTE: All presentations, workshops and lessons will be conducted subject to public health guidelines. All participants will be expected to attend in person sessions if required and will be notified if changes are made. The below is subject to change.

Phase I - IDEATION

TIMELINE	TOPIC
SEPTEMBER 2022	Meet and Greet – Introduction to WORLDiscoveries and WE-Empower Project
SEPTEMBER 2022	Introduction to Technology Transfer and Research Commercialization
SEPTEMBER 2022	PANEL - Research to Invention to Technology – From Bench side to Bedside
OCTOBER 2022	Introduction to Patents (IP 101) / IP Strategy
OCTOBER 2022	Intellectual Property Strategy Commercialization Strategies (Marketing, Licensing, Startup)
OCTOBER 2022	PANEL - Innovation Landscape Networking Event
NOVEMBER 2022	Market Research on Inventions and Technologies
NOVEMBER 2022	PANEL - Scientist/Entrepreneur
NOVEMBER 2022	Innovation Landscape, Funding, Resources, etc.
DECEMBER 2022	Business Plan, How to Pitch, Communicating Science in a Business Environment

Phase II – INNOVATION

TIMELINE	TOPIC
JANUARY – APRIL 2023	Internships for Graduate Students (5 Hours/Week)
JANUARY – FEBRUARY 2023	Submission of Report of Innovation to WD Office
JANUARY – APRIL 2023	1 on 1 BDM meetings
JANUARY 2023	Prior Art Search and Assessment
FEBRUARY 2023	Market Research and Assessment
FEBRUARY – APRIL 2023	IP Strategy, IP filing
FEBRUARY – APRIL 2023	Mentorship Meeting
MARCH 2023	Commercialization Plan Development (Licensing versus Startup)
APRIL 2023	Marketing Plan

Phase III – TECHNOLOGY MOBILIZATION (2 STREAMS)

INNOVATOR STREAM

TIMELINE

MAY – AUGUST 2023

TOPIC

Marketing and Industry Outreach

ENTREPRENEURIAL DEVELOPMENT STREAM

Startup 101, Team Formation

MAY 2023

Life Sciences Startup Mentoring

MAY – AUGUST

Physical Sciences Startup Mentoring

MAY – AUGUST

Investor Due Diligence

MAY – AUGUST

Legal framework of a Startup

MAY – AUGUST

Business Plan Canvas

MAY – AUGUST

Operations and Cash Flow Management

MAY – AUGUST

Funding your Business

MAY – AUGUST

How to Pitch

MAY – AUGUST

Final Reception/Showcase

AUGUST 2023