

## Center for Engineering Mechanobiology – Innovation Slams!

**Description:** “Innovation Slams” are 4 hour sessions that occur ~3 times per year at Penn, WUSTL, and the Annual Retreat. Participation in the Innovation Slams is mandatory for CEMB supported PhD students in the first two years of the program, and is open to all other CEMB supported trainees as well. Once enrolled, trainees must complete the sequence of three sessions in a given calendar year. Each of the three sessions will focus on one aspect of the process of translating ideas to products, starting with the concept of ‘**Ideation**’, moving on to ‘**Protecting Ideas, Customer Discovery, and Product Validation and Refinement**’, and closing with ‘**Startups and Commercialization**’. These sessions are designed to foster interactions across training sites and disciplines, with each session being led by a group of faculty and experts in idea development and commercialization, from both industry and academia. This program will provide trainees with experience in collaborative innovation, will foster interactions between faculty, students and industry partners, and will expose trainees to issues related to development and commercialization.

### **Innovation Slam #1 – Ideation**

Date: July 17, 2017

Time: 8:30 am-12:00pm

Location: Vagelos 2000 (3340 Smith Walk)

#### **Agenda:**

8:30 - 8:40 am -- **Introductions and Overview of the ‘Innovation Slam’ Concept**  
(Robert Mauck)

***Description:** Rob will provide introductions and outline the purpose and scope of the Innovation Slam concept.*

8:40 - 9:00 am -- **Innovation and Translation in Academia – A Faculty Perspective**  
(Jason Burdick and Dan Huh)

***Description:** Faculty will provide their personal perspective on how ideas transition to products from the academic perspective, outlining successes and failures in their own careers and laboratories.*

9:00 - 9:30 am – **Innovation and Translation in the Real World**

*“Building and Commercializing the Firefly Multiplexing Platform: Lessons learned from a Kendall Square Startup”*

***Description:** Dr. Jessica Tytell will share the excitement and challenges she experienced as Sr. Director of Life Science Innovations at Firefly BioWorks as she helped to develop and commercialize a new platform technology. While at the small, Kendall Square startup, she helped take Firefly from its infancy, through to a successful acquisition. Tytell will share the lessons she learned at Firefly and will cover a range of topics including funding, working with customers, challenges that come from new technologies, and common pitfalls that often plague startups.*

9:30 - 9:45 am -- **Coffee Break**

9:45 - 9:50 am -- **Project Description for Innovation Slam #2** (Robert Mauck)

**Description:** Rob will unveil the 'concept' that all teams will focus on for Innovation Slam #2.

9:50 am - 11:50 am -- **Ideation Activity** (Tomás Isakowitz)

**Description:** We will do an immersive activity meant to give participants a full cycle through the stages of identifying a problem and designing a solution. We will adopt a design thinking process which utilizes elements such as empathy and experimentation to arrive at innovative solutions. By using design thinking, you make decisions based on what future customers really want instead of relying only on historical data or making risky bets based on instinct instead of evidence.

11:50 am - 12:00 pm -- **Making Ideas Operational: Next Steps** (Tomás Isakowitz and Jessica Tytell)

**Description:** Participants will be charged with the next steps in the process, and given instructions on how to prepare for Innovation Slam #2.