



Springboard announces launch of technology commercialization workbook, “So what? who cares? why you?TM: The Inventor’s Commercialization Toolkit”

Springboard Atlantic is pleased to announce the launch of a technology commercialization workbook, co-branded with author Wendy Kennedy, entitled “So what? who cares? why you?TM: The Inventor’s Commercialization Toolkit”.

For every 3,000 raw technical and scientific ideas, only one will become a commercial success (G. Stevens and J. Burley, *Research Technology Management* 40(3)1997). Why? Regardless of the merits behind an idea, it’s not easy for investors to see the business value these ideas represent.

Through her trademark So what? who cares? why you?TM methodology, Wendy Kennedy helps scientists, researchers and technology entrepreneurs answer the questions investors and other business backers ask. Wendy’s methodology is a framework to turn exciting technical innovations into compelling business propositions.

Springboard Atlantic, the Atlantic university network for the commercialization of research and development, has invited Wendy Kennedy to present a workshop on her So what? who cares? why you?TM methodology in Charlottetown on July 13, 2007. The workshop will present ways to effectively communicate innovation and highlight potential commercial opportunities.

A key ingredient in Springboard’s mandate to bring technology from the university labs to the private sector is equipping researchers and technology transfer professionals with the “know how” to effectively evaluate and communicate the commercial value of their research and ideas. In conjunction with the July workshop, Springboard has worked with Ms. Kennedy (www.wendykennedy.com) to develop a co-branded version of the So what? who cares? why you? toolkit branded with the Springboard colours, tag line and member logos. It will be distributed as a self-education toolkit to Springboard member universities, sponsor organizations, workshop participants, and members of the innovation community in Atlantic Canada. It is Springboard’s hope that this powerful and proven methodology will enhance the long term success of commercialization activities in the Atlantic Region.

Funding for the training is provided by the Atlantic Canada Opportunities Agency and the Tri-Council's Intellectual Property Mobilization Program (NSERC, SSHRC & CIHR). The provincial governments of Prince Edward Island, Nova Scotia and New Brunswick provided funding for the workbook.

For more information on Springboard Atlantic, please check www.springboardatlantic.ca. For information on So what? who cares? why you?™, visit www.wendykennedy.com.

About Springboard:

Springboard Atlantic is a network that supports the commercialization of university research in Atlantic Canada. Springboard provides resources to its 14 member universities to encourage the transfer of knowledge and technology to the region's private sector. Springboard's goal is to bring research to life in Atlantic Canada. Springboard is funded by the Atlantic Canada Opportunities Agency and the Tri-Council Intellectual Property Mobilization Program (NSERC, CIHR and SSHRC).

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