Cornell Engineering is now offering Commercialization Fellowships

A Commercialization Fellowship is a unique opportunity for Ph.D. students to spend a fully-funded semester and summer in an intensive entrepreneurship program with a personal mentor to explore commercializing a product of the student’s choosing. From intellectual property management to supply chains, students will learn the tools, methods and skills for bringing a product or technology to market. The fellowship experience will enable deep experiential learning in the commercial side of innovation, and one-on-one mentoring assures a deep, personalized educational experience unmatched by traditional entrepreneurship programs.

Is this program right for me?

The expectations of an engineer have grown considerably in recent years, especially in the areas of business and entrepreneurship. Even engineers who don’t plan on starting their own business can enhance their marketability by having business skills and an entrepreneurial mindset.

Commercialization Fellowships are for students who are immersed in a particular technology, but now want to see it through a business lens. Ph.D. students enrolled in any of Cornell Engineering’s departments can apply to be a fellow. Applicants must:

- Have passed the A exam
- Obtain permission and support from their advisor
- Have a product or technology that has indications of commercial potential
- Be willing to undertake deep commercial assessment process, including in-depth customer outreach and interviews

By enrolling in the program, fellows work with a technology or product that is personally meaningful to them. And because researching and developing a business plan is embedded in the educational experience, students don’t have to spend their own time and money developing one.

What does the curriculum include?

While the fellowship is offered by Cornell Engineering, the curriculum is provided in conjunction with Cornell’s Johnson Graduate School of Management. Fellows will participate in regular workshops, and each fellow will receive one-on-one mentoring from Cornell faculty with entrepreneurial experience. During the course of the semester, students will work with their mentors to identify potential market opportunities for their technology and to develop a strategic business plan for scaling up and going to market. They will be required to regularly report on progress, and must present their final business plan as they would a thesis. Students will learn business strategies and best practices for:

- Marketing
- Fundraising
- Hiring
- Customer Development
- Going to Market
- Supply Chains
- Intellectual Property Management
- And much more

Students will also have access to alumni, entrepreneurs and business experts in fields related to their product. Access will come in the form of lectures, small Q&A sessions, site visits and private meetings. The fellowship also offers opportunities to participate in Cornell’s Technology Entrepreneurship Club, eHub, leadership training and other existing programs at the University.

In the second half of the program, fellows will be matched with teams of M.B.A. students who will assist in finalizing business and go-to-market plans and in developing potential investor pitch materials.

HOW TO APPLY

The deadline to apply for an inaugural Commercialization Fellowship is Monday, March 14 2016. Enrolled fellows will begin the program in June 2016 and must complete the fellowship in December 2016.

For more information or to apply, contact: Emmanuel Giannelis at epg2@cornell.edu or Tom Schryver at tps1@cornell.edu