



FALL 2020 INNOVA•SHIP

WHERE INNOVATION AND
ENTREPRENEURSHIP COLLIDE

6-WEEK TRAINING INCLUDES:

- DEVELOPING YOUR IDEA
- IDENTIFYING FUNDING AND INVESTORS
(WITH EMPHASIS ON SBIR/STTR GRANT FUNDING)
- DEFINING YOUR TARGET MARKET/MARKET RESEARCH
- TESTING YOUR BUSINESS MODEL
- ENTERING AND CAPTURING THE MARKET
- PLANNING FOR FINANCIAL SUCCESS
- BUILDING YOUR TEAM
- INTELLECTUAL PROPERTY
- IDEA PITCH DEVELOPMENT

**VIRTUAL SESSIONS THURSDAYS FROM 12 - 1:30 P.M.
OCTOBER 8 - NOVEMBER 12, 2020**

OPEN TO SIU FACULTY, STAFF, STUDENTS, AND ENTREPRENEURS OR
'WANTREPRENEURS' THROUGHOUT SOUTHERN ILLINOIS

**FOR MORE INFORMATION OR TO APPLY,
VISIT [RESEARCHPARK.SIU.EDU](https://researchpark.siu.edu)**

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