Entrepreneurship matters
Innovation imperative
Feasibility Criteria

Does this entry have what it takes to become a marketable app?

Is this entry likely to interest potential investors or earn a profit once in an app store?

Will consumers actually use this app?

Can it be implemented on a large scale?
Objectives for Learning User Needs

- Know how things get done now
- Create a day in life of the customer
- Seek problems not solutions
- Fact find and Feel find

Establish the Status Quo

So, you know exactly how you are improving it
Evaluate User Needs

Strength

• The more actively people are trying to solve the problem, the more likely they will be willing to pay for a solution

Segments

• Search for trends and patterns
• Find a niche with passion for the problem

Size

• Are the enough people to make a business
Education Programs
Acceleration
Mentorship

Resources Available through the Innovation Institute
## Fiscal Year 2017 Impact

### Innovation Commercialization

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invention disclosures</td>
<td>329</td>
</tr>
<tr>
<td>Total third-party investment in PITT startups*</td>
<td>$1.023B</td>
</tr>
<tr>
<td>U.S. patents issued</td>
<td>102</td>
</tr>
<tr>
<td>Revenue</td>
<td>$6.2 Million</td>
</tr>
</tbody>
</table>

* (cumulative since 1997)

### IMPACT

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PITT innovators served</td>
<td>1,959</td>
</tr>
<tr>
<td>PITT inventors served</td>
<td>1,289</td>
</tr>
<tr>
<td>Students participating in programs &amp; competitions</td>
<td>889</td>
</tr>
<tr>
<td>Total number of startups formed</td>
<td>29</td>
</tr>
<tr>
<td>Startups formed (PITT-licensed)</td>
<td>15</td>
</tr>
<tr>
<td>Startups formed (student-run)</td>
<td>14</td>
</tr>
</tbody>
</table>
EIRs for Student Programs

Joanna Sutton
Don Morrison
Jeanine McCreary
Randy Eager

WWW.BIT.LY/PittEIRs
Case study in Pitt Entrepreneurship

GET STARTED
Launch Your Innovation
Are you a Pitt faculty member, student or staff with an innovation that may have commercial potential? We can help you on every step of the commercialization journey

View Programs
Joanna Sutton
Entrepreneur-in-Residence
jsutton@innovation.pitt.edu
@jcsuttonpgh