



UNIVERSITY OF PITTSBURGH

innovation

INSTITUTE

ENTREPRENEURSHIP

COMMERCIALIZATION

ECONOMIC DEVELOPMENT

A background network diagram consisting of numerous small, light-brown circular nodes connected by thin, light-brown lines. The nodes are scattered across the frame, with a higher density in the center, creating a complex web of connections.

Entrepreneurship matters

Innovation imperative

*Start with a Detailed
Understanding of
User Needs*

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?

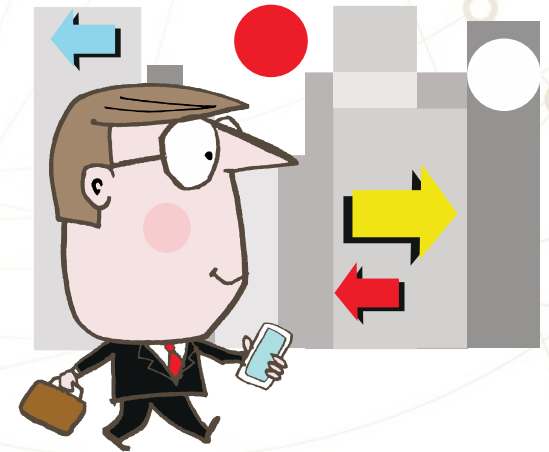
Can it be implemented on a large scale?

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 there enough people to make a business

A background network diagram consisting of numerous small, light-brown circular nodes connected by thin, light-brown lines. The nodes are scattered across the page, with a higher density in the center, creating a complex web of connections. The overall aesthetic is clean and modern, suggesting a digital or interconnected environment.

Education Programs Acceleration Mentorship

Resources Available through the Innovation Institute

IMPACT

FISCAL YEAR 2017

Innovation Commercialization

329 Invention disclosures



\$1.023B
Total third-party investment in PITT startups*
* (cumulative since 1997)

146 
Licenses/options



102
U.S. patents issued



29 Total number of startups formed

15 Startups formed (PITT-licensed)

14 Startups formed (student-run)

\$6.2 Million Revenue

4 Number of UPMC alliance agreements

IMPACT

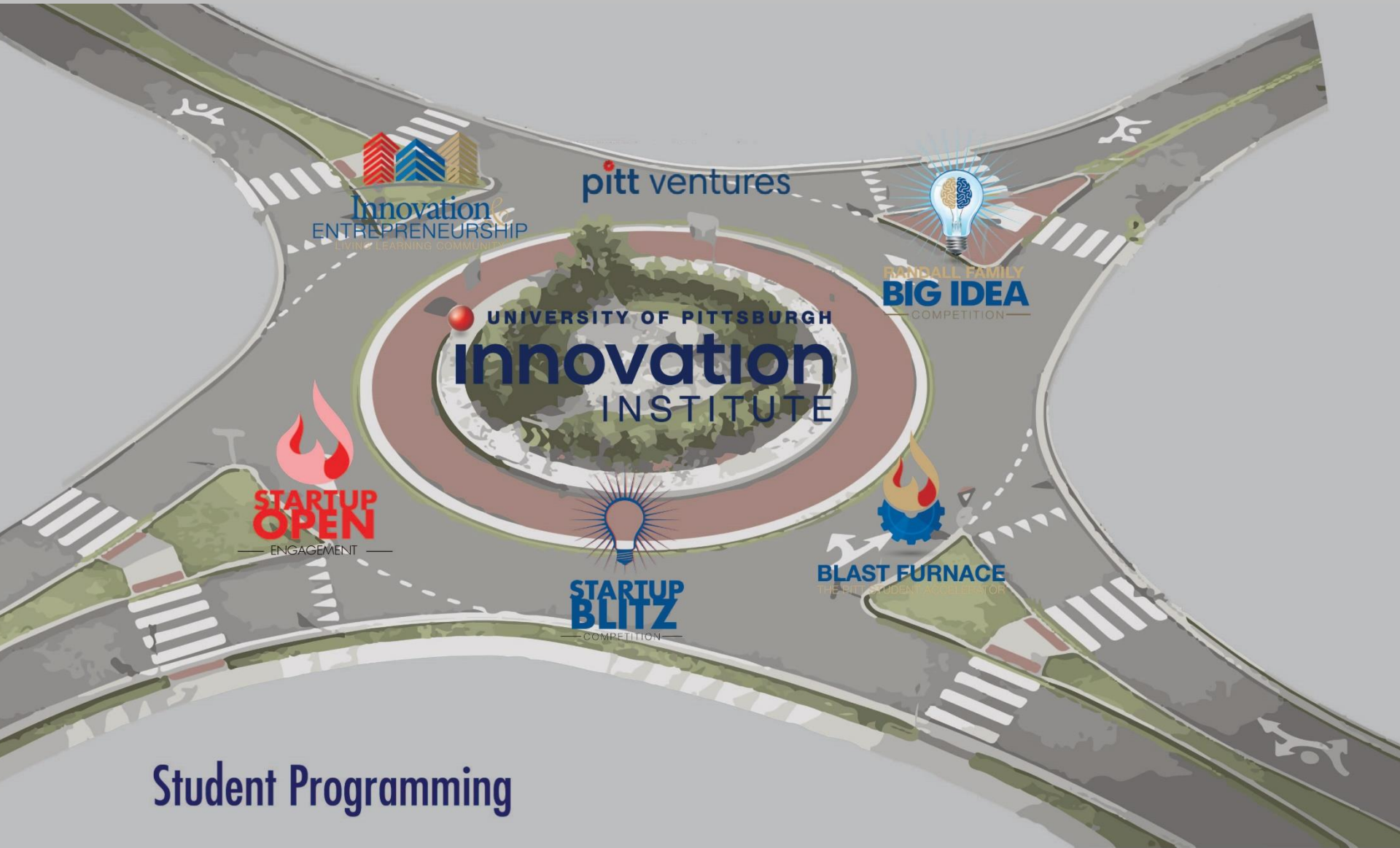
1,959 PITT innovators served



1,289
PITT inventors served



889
Students participating in programs & competitions



pitt ventures

Innovation &
ENTREPRENEURSHIP
LIVING LEARNING COMMUNITY

RANDALL FAMILY
BIG IDEA
COMPETITION

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**STARTUP
OPEN**
ENGAGEMENT

BLAST FURNACE
THE FIT STUDENT ACCELERATOR

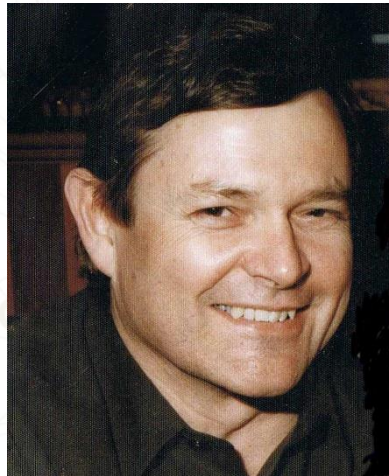
**STARTUP
BLITZ**
COMPETITION

Student Programming

EIRs for Student Programs



Joanna Sutton



Don Morrison



Jeanine McCreary



Randy Eager

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Pitt Innovation Institute

Featured Innovation

Case study in Pitt Entrepreneurship

Learn More

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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



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