UNIVERSITY OF PITTSBURGH INSTITUTE

ENTREPRENEURSHIP
COMMERCIALIZATION
ECONOMIC DEVELOPMENT
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
**IMPACT**

**FISCAL YEAR 2017**

**Innovation Commercialization**

- **329** Invention disclosures
- **$1.023B** Total third-party investment in PITT startups*
  * (cumulative since 1997)
- **102** U.S. patents issued
- **$6.2 Million** Revenue
- **4** Number of UPMC alliance agreements

**IMPACT**

- **1,959** PITT innovators served
- **146** Licenses/options
- **1,289** PITT inventors served
- **889** Students participating in programs & competitions

**Total number of startups formed**

- **29** Startups formed (PITT-licensed)
- **15** Startups formed (student-run)
Entrepreneurship • Commercialization • Economic Development

University of Pittsburgh Innovation Institute

Student Programming
EIRs for Student Programs

Joanna Sutton
Don Morrison
Jeanine McCreary
Randy Eager

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Pitt Innovation Institute

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