

# *In Search of Great Ideas To Commercialize for Impact*

Do you have a research result or idea that may have potential for great impact on society? Are you looking for a team to help:

- find the **customers** who could benefit from your idea
- identify the **significant problem** or challenge they face
- ideate the **solution** that is superior to the current alternatives
- craft a **business model** that is scalable and sustainable
- develop a **financial plan** that is investable
- create and deliver a **compelling pitch**

The MS in Innovation and Management graduate students stand ready to help bridge the gap between your research results and a potentially investable idea, whether it be for a new product or service, a for profit or a non-profit venture. Past MSIM teams that have helped translate Tufts research to society include:

- **ZwitterCo**(<https://www.zwitterco.com/>): leveraged **Ayse Asatekin's** novel non-clogging membrane filter technology into a startup industrial waste water treatment company that raised \$2.79M in funding, including \$250K that went directly to Ayse's lab for her students' research via collaborative grants, after winning the Tufts \$100K New Venture contest.
- **Anodyne Nanotech** (<http://www.theheropatch.com/>): leveraged **Sameer Sonkusale's** microneedle technology into a novel drug delivery company that can potentially replace syringe delivery of large molecules, including monoclonal antibodies. After winning the Tufts \$100K New Venture contest, Anodyne closed an oversubscribed \$2M seed round, completed initial animal studies, and is now expanding into the next phase of trials.

Previous MSIM teams have or are actively leveraging research from Sergio Fantini, Irene Georgakoudi, Rob Jacobs, David Kaplan, Karen Panetta, Igor Sokolov, Chris Swan, and others. While not all may result in investable ventures, the opportunity to wrestle with real world technologies and problems not only sharpens our graduates' ability to drive change in the world, but can also provide you with insight into possible paths to translate your research to impact in the world.

If you, or a post-doc or graduate student in your lab, are interested in having your ideas in the consideration pool for this fall's MSIM class, or if you have any questions, please contact me at [kevin.oye@tufts.edu](mailto:kevin.oye@tufts.edu). Supporting an MSIM team can take as little as a couple of meetings in a semester, to whatever amount of time you or your lab members may want to spend with the MSIM team. Thanks for giving this consideration, I look forward to connecting.