

Commercialization Bootcamp

The Landscape Has Changed

Federal research funding is less reliable than it has been — and narrowing, with entire fields losing eligibility regardless of scientific merit. More researchers are turning to commercialization grants as an alternative. That is the right instinct. But the competition is stiffening, well-resourced institutions are raising the bar, and the evaluation criteria look nothing like anything researchers have trained for.

MII reviewers evaluate market credibility, customer behavior evidence, and commercial plausibility — not scientific rigor. The skills that built a research career are not the same skills that win a commercialization grant. Most researchers have never been told that.

What We Built

The Commercialization Bootcamp is a four-workshop series that closes that gap — one failure point at a time. Each stands on its own. Together, they are the most direct route from promising research to a competitive commercialization application.

01 PROBLEM

You're solving the wrong problem.

Most researchers arrive with the scientific problem well-defined — and the market problem completely wrong. This session reframes research as a solution to someone's urgent, expensive, unavoidable problem. Participants leave with a tested problem statement that anchors everything that follows.

Half day · Open to all researchers and teams · Deliverable: your problem statement

02 VALIDATE

I-Corps assumes you're ready. You're not.

I-Corps is powerful — for teams that arrive prepared. Most first-timers spend the program catching up. This session provides the foundation I-Corps assumes you have: real customer discovery, problem-solution fit, and how behavior change shapes every commercialization path.

Two sessions · ~6–8 hours total · Prerequisite: Workshop 1 – Deliverable: I-Corp readiness

03 APPLY

You've written dozens of grants. This is different.

The criteria that funded your last NIH or NSF award will get your MII application politely declined. This workshop walks through the RFA section by section. Participants write their application in the room, receive expert feedback between sessions, and leave with a submission-ready draft or a clear skeleton.

Six sessions over three weeks · 3-4 hours each · Prerequisite: I-Corps + Workshop 1 – Deliverable: MII Application

04 PITCH

It only looks easy on TV.

Knowing your science is not the same as knowing how to pitch it. This workshop prepares researchers to choose the right person to lead a pitch, brief and support them effectively — and decide whether to be in the room at all. The smartest person on the team is not always the right person at the table.

Four 1-hour sessions · Prerequisite: Workshop 1 – Deliverable: solid pitch and Q&A readiness

What Happens Next

bwtech research commercialization specialists will be visiting existing faculty meetings to introduce the workshops and field questions. Please share this with your faculty and let department heads know to expect us. No preparation required — they will bring everything needed.

Questions?

Contact your bwtech research commercialization specialists via: [Hillel Glazer \(hillelgl@umbc.edu\)](mailto:hillelgl@umbc.edu)