

FROM LAB TO MARKET: COMMERCIALIZING INNOVATION AND ATTRACTING INVESTMENT

Start Date:	09/02/2026	End Date:	11/02/2026
Categories:	Artificial Intelligence & Er	Venues:	Dubai
Formats:	In Person	Instructors:	

OVERVIEW

Scientific and technological innovations often fail to reach the market—not due to lack of potential, but because innovators struggle to navigate the commercialization pathway. From Lab to Market is a comprehensive 3-day program designed to guide researchers, innovators, and technology-transfer professionals through the full journey of commercializing innovation. Participants learn how to evaluate the commercial viability of research outputs, protect intellectual property, build strong business models, attract investment, and present their innovations convincingly to stakeholders. The program blends global best practices with GCC-specific opportunities and frameworks to prepare participants for real commercial success.

OBJECTIVES

By the end of this course, participants will be able to:

- Understand the complete commercialization cycle from ideation to market launch
- Evaluate research outputs for commercial and market viability
- Identify and select suitable IP protection and licensing strategies
- Develop partnerships with investors, industry, and commercialization entities
- Build business and financial models for technology transfer
- Apply tools such as TRL and Market Readiness Indicators
- Pitch innovations effectively to stakeholders and potential investors
- Design a full commercialization roadmap for a selected concept

COURSE OUTLINE

Innovation & Commercialization Landscape (Global & GCC) Understanding Innovation Ecosystems
Opportunity Evaluation: TRL & Market Readiness Intellectual Property & Protection Strategies
Business Modeling & Commercial Viability Funding Models & Investor Expectations Licensing,
Partnerships, and Technology Transfer Pathways Innovation Pitching & Stakeholder Engagement
Practical Exercises & Group Presentations

TARGET AUDIENCE

This program is designed for researchers, R&D teams, innovation managers, technology transfer officers, university innovation and commercialization units, startup founders working on science- or technology-based solutions, government innovation entities, and early-stage investors seeking a structured framework for evaluating and commercializing research-driven innovations.

METHODOLOGY

This program uses case studies, group exercises, real-world innovation scenarios, IP evaluation activities, simulation-based pitching, and step-by-step frameworks. Participants will build a complete commercialization roadmap and practice investor-style pitches with detailed feedback.

CONCLUSION

From Lab to Market provides a structured, practical pathway for transforming research into commercially viable innovations. By the end of this intensive 3-day workshop, participants will have mastered the tools, strategies, and mindset necessary to move scientific innovations into real markets and attract investor interest with confidence.

DAILY AGENDA

Day 1: From Research Insight to Commercial Opportunity

A focused introduction to the commercialization landscape, innovation ecosystems, TRL assessment, and foundational IP concepts. Participants identify a research idea and map its initial commercialization path.

Day 2: Designing the Commercialization Strategy

Participants learn how to protect and value IP, explore funding and investor expectations, and build practical business models. The day ends with creating a mini commercialization roadmap.

Day 3: Securing Investment & Driving Market Engagement

A practical deep dive into pitching, licensing models, spin-offs, and negotiation essentials. Participants deliver their pitches and explore how to build a strong commercialization culture.

For more information, please contact us:

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