



The Incubation Workbook: Navigating Innovation from Concept to Commercialization (Paperback)

By Arizona Center for Innovation

Wheatmark, United States, 2011. Paperback. Condition: New. Language: English. Brand new Book. The Arizona Center for Innovation's Incubation Workbook was designed as a resource to help entrepreneurs navigate the innovation continuum--the path from new idea to successful company. It includes content relevant to new technology ventures, practical tools for long-term success plans, and advice and stories from other successful technology entrepreneurs. It was designed as a companion to the programs provided by the Arizona Center for Innovation, but can be used as an independent reference to brainstorm new ideas, organize thoughts, and track progress. The Incubation Workbook was designed to help new entrepreneurs successfully launch their ventures and provides the tools you need to: Develop a comprehensive go-to-market strategy Identify and partner with your first customers Build and motivate a great team Clearly articulate your business opportunity: the pitch, executive summary, presentation, and business plan Build your financials, seek outside funding, and plan your exit strategy Secure your intellectual property Located at the UA Tech Park, the Arizona Center for Innovation is a business incubator that helps entrepreneurs turn their innovative ideas into successful ventures through customized programs and training, mentoring, and high-quality facilities and equipment. Please visit us to...



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