



# SUMMER 2020 INNOVA•SHIP

WHERE INNOVATION AND  
ENTREPRENEURSHIP COLLIDE

**4-WEEK TRAINING INCLUDES:**

- DEVELOPING YOUR IDEA
- IDENTIFYING FUNDING AND INVESTORS  
(WITH EMPHASIS ON SBIR/STTR GRANT FUNDING)
- DEFINING YOUR TARGET MARKET/MARKET RESEARCH
- TESTING YOUR BUSINESS MODEL
- ENTERING AND CAPTURING THE MARKET
- PLANNING FOR FINANCIAL SUCCESS
- BUILDING YOUR TEAM
- INTELLECTUAL PROPERTY
- IDEA PITCH DEVELOPMENT

**STARTS THURSDAY, JUNE 25, 2020**

**VIRTUAL SESSIONS WEEKLY FROM 12 - 1:30 P.M.**

(ADDITIONAL SESSIONS ON TUESDAYS, JUNE 30 AND JULY 21)

OPEN TO SIU FACULTY, STAFF, STUDENTS, AND ENTREPRENEURS OR  
'WANTREPRENEURS' THROUGHOUT SOUTHERN ILLINOIS

**FOR MORE INFORMATION OR TO APPLY,  
VISIT [RESEARCHPARK.SIU.EDU](http://RESEARCHPARK.SIU.EDU)**

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