

Hard skills training on proprietary algorithms and models that make valuing a technology fast and easy.

It's like TurboTax® for Innovation.



✓ INVENT. VALUE. VET. REPEAT.

This course and certificate teach you how to use and leverage a collection of proprietary algorithms, forecasting tools, and modeling simulations that help you go from technology concept to a vetted and investable business proposition.

✓ EASY. ONLINE. ON-DEMAND

The course can start immediately online in the dynamic *Jump Start Your Brain Virtual Innovation Hub*. It uses a patent-pending teaching method that gives you instruction and feedback instantly.

And even though it's high tech, it's easier than you'd think. That's because the tools are like TurboTax, where it holds yours hand every step of the way and does all the logic and calculations for you.

✓ INDUSTRY RECOGNIZED

Innovation Engineering is an academically peer-reviewed field of study and management discipline. Credentials are given by the Innovation Engineering Institute.



**INNOVATION
ENGINEERING®**

TECHNOLOGY VALUATION CERTIFICATE

*Online & On-Demand**

SYLLABUS

Learn innovation skills that make the business of technology innovation effortless.

01 Patent Reading & Technology Translation. Learn how to read and search the *Patent Flea Market®* database to identify new technologies and ideas. Then use *Mind Mapping* to deconstruct the claims and "translate" the technology into a product or offering.

02 Concept Improvement Using an Automated Virtual Coach. Learn how to use the *Idea Coach®* tool to get instant suggestions on how to increase your offering's clarity and appeal to customers. Use the *Idea Scan®* technology to generate a concept score to predict marketplace reaction to your offering.

03 Risk-Adjusted Sales Forecasting. Learn how to use the *5-year Monte Carlo Simulation* model to calculate the potential sales for your offering, even when you only have estimates and variable levels of risk.

04 Valuation & ROI. Learn how to use the *New Market GPS®* and *Fair Market Royalty Rate* interactive systems to calculate the fair market royalty rate, EBITA, and ROI for your offering.

05 Rapid Customer Research & Data. Learn how to use the *Rapid Test®* research platform to stage, field, and instantly report quantitative data from target customers.

TurboTax® is a registered trademark of Intuit.

** ~ 10 hours to complete the certificate, plus 6 months access to the tools as you apply your new skills to your work.*