



Identifying and building the commercial potential for your research

Commercial potential is more than just a buzzword—it's about understanding how your research can create value outside the academic environment. This webinar explores the concept of commercial potential, why it matters, and how it enables research to be translated into impact. You'll learn how to assess your research for its commercial potential and recognize that this is not a one-time question but one you'll revisit throughout your research journey. With inspiring examples and practical insights, this session will help you think strategically about the value of your work and its potential applications

Learning Objectives

Understand what commercial potential means and why it evolves throughout the research lifecycle. Identify key moments in the research process to reassess commercial potential. Learn from examples of research that achieved unexpected commercial success.

Who should attend?

All faculty and research students will benefit from this webinar, regardless of their commercialization experience, and understand how commercialization outcomes can be identified even from very early stages of research. TTO staff will also benefit from this webinar, enabling them to consider how to engage with researchers earlier to support commercialization journeys



1 May

1:30pm EST
10:30am PST

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Presenter: Brooke Martin, Eidotic

Brooke is an award-winning commercialisation expert, experienced investment committee member, and a Registered Technology Transfer Professional (RTTP). She started her career as a commercial lawyer, specialising in intellectual property law, before moving into the world of deep tech commercialisation and venture capital investment.

