



NBDC Presents Methodology to Further Innovation

Working meetings led by the Nebraska Business Development Center (NBDC) employ the Wendy Kennedy “So what? who cares? why you?” methodology to explore the business value of new ideas in a peer-to-peer setting.

Facilitated by NBDC Technology Commercialization Specialist Rick Yoder, the clinic series enables anyone with a business idea, research project or innovative product to:

- Determine its market potential
- Learn how to attract potential investors and partners
- Understand the steps you can take to put your idea on the path to commercialization

“People with great ideas often have no understanding how to assemble the measurements they need to convey their idea’s potential to investors and partners,” Yoder says. “At the same time, they need to learn the rigors of running a business.”

The clinics help participants define what their idea or product really is, determine how they can bring it to market and understand why they are the best person to guide this idea to fruition, Yoder says.

NBDC has been presenting the clinic series for three years. Previous sessions have drawn a mix of businesses looking to reset their course, persons with ideas but no solid business plans, and scientific researchers from the University of Nebraska Medical

Center interested in development and commercialization funding, Yoder says.

“The sessions have received rave reviews,” he says. “The methodology is strong, and I deliver it in a setting that triggers productive discussions among the participants.”

According to the wendykennedy.com website, the “So what? who cares? why you?” methodology is being utilized by organizations including:

- Corporations looking to build an entrepreneurial mindset and move ideas forward faster
- Health care systems seeking to encourage employees to bring new ideas forward
- Incubators and accelerators helping entrepreneurs turn their ideas into successful businesses
- Researchers, scientists and engineers
- Small businesses looking to identify new ideas and opportunities to grow their customer base

Yoder says NBDC is exploring the idea of a “lunch and learn” session based on the clinics, as well as another series of clinics in the fall.

Stay updated on technology commercialization events at nbdc.unomaha.edu/technology-commercialization

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