ENG-642

Creating & capturing value from innovative tech

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Cursus	Sem.	Type
EDOC General and external courses		Opt.

Language of teaching	English
Credits	2
Session	
Exam	Written & Oral
Workload	60h
Hours	**30**
Courses	30
Number of positions	**25**

Frequency

Every year

Remark

A preface report should be submitted by Nov. 17, 2026 to be able to take the course. Please refer to the NOTES section below.

Summary

In this hands-on course, we will learn how to identify and evaluate business opportunities stemming from an innovative technology, and how to set the ground for a successful entrepreneurial endeavor.

Content

Innovations generate a range of new business opportunities: they can be applied to create different offerings that address the needs of different types of customers.

In this hands-on course, we will learn how to identify and evaluate business opportunities stemming from an innovative technology, and how to set the ground for a successful entrepreneurial endeavor. We will work in teams and apply these practical tools on real inventions coming from your labs, to gain hands-on experience.

Students will acquire business skills that can help them create and capture significant new value from innovative technologies, adopt an entrepreneurial mindset and consider entrepreneurship as an alternative career path.

They will also gain and practice a range of transversal skills that are important not only for entrepreneurship but for any career path they choose, including communication and presentation skills ,teamwork and interdisciplinary collaboration, responsible leadership and peer learning.

Note

The course sessions will take place on **Nov 23-27 2026 from 9:15-14:00**.
Registration for PhD candidates via IS-Academia.
Please note: you will need to fill in a preface report and submit it by **Nov 17 2026**. The detailed guidelines can be found on Moodle (https://go.epfl.ch/ENG-642).
You will not be able to participate in the course unless you submit this preface report.
If you wish to join the course but see that it is full, please contact the course instructor (sharon@wheretoplay.co) to be put on the waiting list
Dr Sharon Tal helps founders and managers find the best market for their innovation. She gives lectures and workshops in accelerators and universities around the world, and serves as a mentor in many organizations that aim to help budding entrepreneurs. Sharon has over a decade of experience in marketing and in strategic consulting. Her PhD research looked at market entry decisions of hundreds of startups and its consequences on firm performance and flexibility. Together with prof Marc Gruber, they developed the Market Opportunity Navigator- an easy to apply business tool for discovering your most valuable market opportunities. They also co-authored the complementing book: `Where to Play' (FT publishing).

Keywords

entrepreneurship, innovative technologies, bringing technology to market, tech commercialization, communication skills, collaboration skills, leadership

Learning Outcomes

By the end of the course, the student must be able to:

- Identify different applications and customers for innovative technologies
- Evaluate the value creation potential of a market opportunity
- Evaluate the challenges in capturing value for each opportunity
- Set a business strategy to capture both financial and social gains
- Present their inventions in a simple manner- to rely on external others in this discovery process
- Communicate and collaborate in a multi disiplinary environment

Resources

Moodle Link

- https://go.epfl.ch/ENG-642