

Instructor Information

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General Course Information

Description

The Tech to Market (T2M) Capstone is a transformative, two-semester experiential learning program designed as a signature offering for Georgia Tech's Executive MBA program. Leveraging Georgia Tech's world-class research ecosystem, T2M partners EMBA student teams directly with Principal Investigators (PIs) to tackle the complex challenges of commercializing breakthrough, deep-tech innovations.

T2M focuses on action learning, structured reflection, and leadership development within the context of bringing actual cutting-edge science and engineering from the lab to the market. Students will engage in rigorous technology assessment, extensive customer discovery, business model innovation, and venture strategy development, guided by specific PI Check-in milestones, culminating in a comprehensive commercialization plan and investor pitch.

Course Learning Outcomes

Upon successful completion of this course, students should be able to:

- Assess a deep-tech innovation, its technical maturity, and its broader technology space.
- Develop and refine commercialization hypotheses, target applications, and customer profiles.
- Build and critique business model canvases grounded in evidence from PI feedback and discovery work.
- Conduct and synthesize customer and partner interviews to test key business assumptions.
- Communicate a commercialization opportunity clearly through concise written, video, and oral presentations.

Required Course Materials

None

Grading Policy:

Final grades will be based on total points earned across the required assignments below. Letter grades will be assigned on the following scale A for 90% or above, B for 80% or above, C for 70%, or above, D for 60% or above, and F for final grades below 60%.

Assignments

- Assignment 1 - Technology Overview & Team Charter: 10 points
- Assignment 2 - Technology Deep Dive & 1st PI Meeting: 10 points
- Assignment 3 - Innovation Tournament: 10 points
- Assignment 4 - Business Model Canvas Video & Peer Feedback: 10 points
- Assignment 5 - Customer/Partner Interviews & Summer Final Presentation: 20 points

Description of Graded Components

- Assignment 1 asks teams to evaluate the available technologies, rank their preferences, prepare concise slide summaries for their top choices, and establish a team charter.
- Assignment 2 requires a short written technology deep dive, followed by a PI meeting and a brief summary of feedback and revisions.
- Assignment 3 includes both individual and team work through the Torneio innovation tournament, culminating in a 5-minute lightning talk on the team's top business theses.
- Assignment 4 consists of a recorded team presentation of the top three ideas and associated business model canvases, plus individual written feedback on other teams' presentations.
- Assignment 5 focuses on refining the business model, conducting customer and partner interviews, and delivering the summer wrap-up presentation summarizing findings and next steps.

Note: The nature of these assignments will vary from semester to semester depending on the order of synchronous vs. asynchronous lectures.

Course Policies

Attendance and/or Participation

Attendance in class is mandatory.

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review [Georgia Tech's Honor Code](#) and the student [Code of Conduct](#).

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Core IMPACTS

[Core IMPACTS](#) is the University System of Georgia's General Education curriculum. If you are teaching a course that counts towards Core IMPACTS, you should include a syllabus statement about the Core area and associated [career competencies](#). [This resource](#) developed by the Center for Excellence in Teaching and Learning and Online Education at Georgia State University includes template syllabus statements for each of the Core IMPACTS areas that you may adapt for your course.

Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, [contact the Office of Disability Services](#) (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

Student-Faculty Expectations Agreement

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. [The Student-Faculty Expectations](#) articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.