Georgia Tech
Enterprise Innovation Institute

Innovation & Technology Commercialization Professional

The Innovation & Technology Commercialization Professional (ITCP) Course was created by Georgia Tech's Enterprise Innovation Institute, the nation's largest and most comprehensive university-based program of technology commercialization and economic development. Designed for early-career professionals, this self-paced course teaches fundamental technology transfer and commercialization best practices with a unique perspective on developing and strengthening innovation ecosystems worldwide. These lessons are universally applicable and can set professionals up for success anywhere in the world. Professionals enrolled in this course can expect to learn the following and more:

- Technology Transfer and Technology Commercialization Principles
- How to Stimulate Research, Talent, and Innovation in an Ecosystem
- How to Incorporate Intellectual Property Protection in Commercialization Strategies
- How to Foster Cross-border Collaborations to Move Innovation into Global Markets
- How to Use Evidence-Based Entrepreneurship to Increase Commercialization Success
- How to Evaluate Technology Readiness for Different Commercialization Pathways
- How to Energize Technology Transfer Practices with Industry, Academia, Government, and

Current Success

To address the growing need to educate commercialization professionals, the Georgia Institute of Technology was awarded a contract to create a universally applicable technology transfer course. After a successful pilot in 2021, the decision was made to continue the course and expand it into other languages. The ITCP Course has now been translated into Chinese, French, and Spanish, and more than 1200 learners from around the world have passed the course and earned their certificate.

Learn more by visiting us at
grow.gatech.edu/itcp

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创新与技术商业化专业人士课程

创新与技术商业化专业人士（ITCP）课程由佐治亚理工学院的企业创新研究院创建。企业创新研究院是全美高校中运营时间最长、规模最大、业务覆盖面最广的技术商业化和经济发展机构。

ITCP课程以发展和加强国际化创新生态系统的独特视角，讲授基本的技术转移和商业化最佳实践。这门课适用于全世界的专业人士，并能助力他们取得成功。

参加课程的学员们将学习到：

- 技术转移和技术商业化原理
- 如何将知识产权保护纳入商业化策略
- 如何在创新生态系统中激励研究、人才和创新
- 如何促进跨境合作并将创新推向国际市场
- 如何运用循证创业理念提高商业化的成功率
- 如何为不同的商业化途径进行技术成熟度评估
- 如何通过与业界、学术界、政府和初创公司合作赋能技术转移实践

当前成果

为了满足商业化专业人才的培养需求，佐治亚理工学院受邀创建了一门中英双语的技术转移课程。我们首选中国开展了试点课程，超过750名中国学员给予了积极反馈。2022年，ITCP课程正式启动，面向全球招生。此外，西语和法语版课程的翻译工作已经完成。目前，超过1200名来自世界各地的学员完成了ITCP课程并获得了专业证书。

欢迎查阅我们的网站
grow.gatech.edu/itcp