



*presents*

# OPPORTUNITY NOW

IDEA TO MARKET ANALYSIS

**JUNE 2: 9:00 AM - 3:00 PM**  
**SERF RM 307**

*Where Can Your Idea Go?*



[utr.f.tennessee.edu](http://utr.f.tennessee.edu)

# OPPORTUNITY NOW

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presentors



*Kevin Kragenbrink*  
Tech 2020 CEO



*Shawn Carson*  
Tech 2020 Director of  
Venture Development

*Tech 2020 is a venture development organization that utilizes the unique technology capabilities of East Tennessee to create new businesses, new jobs, and to set the stage for future economic growth. Read more at [www.tech2020dev.org](http://www.tech2020dev.org).*

OPPORTUNITY NOW will cover the basics of moving ideas from the lab to the market.

Key topics include:

- How do you identify market potential?
- Who is the customer base?
- Does it scale?

Participants will be invited to apply for a free six week guided program led by Tech 2020. Top ideas will qualify to compete for proof of concept funding up to \$20,000.



Scan to register or visit  
[utr.f.tennessee.edu](http://utr.f.tennessee.edu)  
for more information

*Lunch will be provided for registered participants.*