Since 2009...

800+ Students

160+ Projects

7 Colleges

15 Academic Units

What makes a great Tech Commercialization ELI project?

1. Technology-based idea or startup with the potential for growth and profitability.
2. The Principal Investigator (PI) or Founder committed to working closely with the team (3-4 hours per week).
3. PI/Founder’s willingness to test and reexamine their assumptions around value propositions, target customers, and revenue streams.
4. Engaged executive-in-residence to mentor the students and PI/Founder.
5. A team of students driven and committed to understanding the technology, its potential economic value, and social impact.

Distribution of Projects

Some of our Tech Commercialization Partners

Bearing Analytics
NeuroVigor
Geniphys
Spero Energy
NanoHub
IN3 Applications
PUCCR
SmartGait
CoMac Analytics
Nano-meta Technologies
E-Emphasys

Purdue Krannert School of Management

Experiential Learning Initiative

Technology Commercialization Projects
Beyond the Classroom

Experiential projects to shape decisions and action

The Experiential Learning Initiative (ELI) provides opportunities for teams of MBA Students in the second half of their programs along with graduate students in Science, Technology, and Engineering to undertake semester long consulting projects. Since ELI’s launch in the Fall of 2009, more than 800 students from 7 colleges and 15 academic units have successfully undertaken over 160 projects for a wide variety of client organizations.

What’s a Tech Commercialization ELI Project?

Tech Commercialization ELI projects are intended for students with an interest in creating economic value and social impact from technology innovation. Over the course of a semester, the students work with several Purdue Principal Investigator (PI)/Founders who have developed a technology with commercial potential. These projects are highly collaborative and provide a great opportunity for exposure to the wide range of STEM research being conducted at Purdue. Typically the project activity revolves around business model development with particular focus on testing and clarification of the value proposition, target customer segments, marketing/distribution, and revenue stream components.

Students also assist selected applicants for the Trask Innovation Awards prepare their proposal presentations for the Trask Innovation Fund Advisory Council. The Trask Innovation Fund is a Purdue University development mechanism to assist faculty to further commercial potential of technologies disclosed to the Office of Technology Commercialization.

How Are Projects and Student Teams Selected?

The Tech Commercialization ELI projects are a collaborative efforts of the students and Purdue research partners. The projects are “do with" rather than “do for”. The ELI director works with the Director of Entrepreneur Services and Programming at the Purdue Foundry in the Burton Morgan Center for Entrepreneurship and directly with Purdue research labs to identify technologies that are at the appropriate stage of development to benefit from expertise in business model development and refinement. Students taking this ELI option are matched with PI/Founders based on their personal interests and the requirements of the technology. We aim to provide exposure to 3-4 different technology domains during the semester. While not essential, this option is more suited to students with a strong science or engineering background. The students taking this option are enrolled in the 4 credit Management Projects course.

Student information sessions on Tech Commercialization ELI are held during the third week of November for the Spring semester and the fourth week of August for the Fall semester.

How Are The Student Teams Supported?

ELI teams have access to faculty in the school of management, executives-in-residence at the Burton Morgan Center for Entrepreneurship, and other faculty and subject matter experts across Purdue. An information specialist from our library system is assigned to each team to assist in secondary research and data collection. At the beginning of the semester, students receive in depth training in business model development before engaging with our PI/Founders.

“It doesn’t get any better for a consulting aspirer than to join an ELI project with a start-up focus. The feeling you get knowing that what you are contributing, not just to get a grade, but to help the company progress, is an incredible feeling.”

--Juan Guerrero, MSIA 2014

Web search: Purdue ELI

For more information:
Matthew Lynall Ph.D.
ELI Director
mlynall@purdue.edu
(765) 496-6321