



BIOMEDSHIP

Reducing Commercialization Risk in Translational Research and Early-Stage Ventures

“If I had not taken Biomedship, I do not know if I would have ever pursued entrepreneurship. It was the most important class I took at Purdue.”

*~Katherine Clayton, PhD
CEO & Co-Founder, OmniVis, LLC*

STUDENT & ALUMNI EXPERIENCES

“The skills developed—stakeholder engagement, iterative design, and complementary business planning—will be invaluable throughout my career.”

~Frederick Damen | MD/PhD Graduate Student

“Excellent and inspirational course—its practical, industry-collaborative nature provided tools that directly contributed to my professional success.”

~Michael Monger, MBA | Sr Technology Consultant, IBM Services

“The experience gained through clinical interviewing cannot be taught in a classroom. It requires persistence, practice, and iteration.”

~Dane Albaugh, BS | Founder, Predictive Wear

“We learned the real-world application and customer need of technologies created in our lab. Customer discovery interviews led to Eureka moments that helped define our business model.”

~Ting Zhang, MS & Shruthi Suresh, MS

“This challenging yet rewarding course gave me new insights into my research and valuable real-world experience.”

~Rachel Morrison, PhD

Course Overview

Biomedship provides real-world, hands-on learning focused on reducing commercialization risk in translational research and early-stage ventures. Students work in teams to validate a value proposition, identify primary users and customers, assess market opportunity, and develop a preliminary commercialization strategy. Through the development and testing of critical assumptions, students will:

- Understand customers’ problems (“pain points”) from their perspective
- Map the customer ecosystem to clarify customer roles, requirements, and decision-making processes
- Identify modifications to technology assumptions required to achieve product–market fit
- Build connections within the commercial ecosystem (e.g., customers, suppliers, and funders)
- Develop a commercialization roadmap identifying key milestones and required resources

Course Format

This course is open to both West Lafayette and Indianapolis on-campus students. Online meetings for all students are held every two weeks. In-person sessions take place on alternating weeks at each campus; West Lafayette students attend sessions in West Lafayette, and Indianapolis students attend sessions in Indianapolis. Students are not required to travel between campuses. Funding is available to support participation in a relevant conference or trade show.



Matthew Lynall, PhD

Clinical Professor, Daniels School of Business
Director, NSF I-Corps Hub-Great Lakes Region
mlynall@purdue.edu



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