Validation

Idea -> Validation -> Business Plan -> Funding -> Growth

Validate the originality of your product through patent applications or licensing agreements. Then, ensure there is a sufficient market to warrant developing the product.

Licensing/Patent
Page: Proprietary Information and Competitive Intelligence
Page: Competitive Intelligence
Page: Office of Technology Commercialization

Conduct Market Research
Page: University of Texas Libraries
Page: Austin Public Library
Page: Competitive Intelligence
Page: Entrepreneurial Growth