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**
- Proprietary Information and Competitive Intelligence
- Competitive Intelligence
- Office of Technology Commercialization

**Conduct Market Research**
- University of Texas Libraries
- Austin Public Library
- Entrepreneurial Growth
- Competitive Intelligence