



**Small Business Development Center  
Penn State**

*Helping businesses start, grow, and prosper.*



[www.penntap.psu.edu](http://www.penntap.psu.edu)

# Commercializing Your Idea Product Development for Entrepreneurs

**When:** Tuesday, November 17  
9 a.m. – 12 noon

**Where:** HUB, room 106, Penn State  
University Park Campus

**Why Attend:** If you have an idea for a new product or service, but are not sure where to turn for help, then this workshop may be for you! The workshop is intended to provide an overview of what is involved in commercializing your idea (getting your product on the market). The program will help you determine the steps necessary in developing your idea. You will learn how to protect your idea, how to assess the business opportunity that your idea represents, and how to put together a plan for commercialization. The instructor will also address design issues and manufacturing approaches. Finally, you will be directed to other resources that can further assist you in making your idea a reality.

**Presented by:** PennTAP, a Penn State outreach program, has assisted entrepreneurs as well as small to medium size businesses with product development, commercialization, and other technical issues.

**To Register:** Contact Laurie Linton  
(814) 863-4293  
or [sbdc@psu.edu](mailto:sbdc@psu.edu) or online at:  
[www.sbdc.psu.edu/seminars.htm](http://www.sbdc.psu.edu/seminars.htm)

**Cost:** \$49 (students attend at no cost)

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