

TI:GER and CDL-Atlanta Summer 2020 - Testimonials



Hannah Burke Evening MBA Student

BS, Georgia Institute of Technology
Overhaul Base Engineer at Rolls-Royce

<https://www.linkedin.com/in/hannah-burke-3165b039/>

“This summer I have the opportunity to work with a startup in Vancouver, BC, Careteam Technologies, that has a goal of improving virtual healthcare during and after the COVID-19 pandemic. The team at Careteam Technologies is very experienced and open to the help that I and another MBA student, from UBC’s Sauder School of Business, are providing. I am working on a competitive analysis of other virtual health and remote patient management companies that have been successful in this space. Working with CDL has been a unique experience because I have been able to sit in on large group sessions and watch how each venture presents ideas and addresses issues and in real-time. I am learning what process work in selecting successful ventures. Even if I don’t start my own company or work with a start-up, the knowledge of how to be successful in the early stage of a venture is extremely beneficial for any strategy role.”

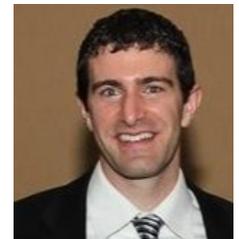


Gabriel Cahn PhD (Mechanical Engineering) – MBA Dual-Degree Student

MS, Johns Hopkins University
BS, University of Maryland
Graduate Research Assistant at Georgia Institute of Technology

<https://www.linkedin.com/in/gabrielcahn/>

“I am working with a startup based in France. It has developed a five-minute COVID-19 test that is part of the next wave of non-invasive diagnostic tools expected to enter the market between late 2020 and early 2021. In collaboration with the company founder and an MBA student peer at the University of Toronto, and under advisement of entrepreneurship mentors from CDL, we are rapidly building a supply chain and distribution network to facilitate production of millions of low-cost test kits. This experience has not had the feel of a traditional practicum activity, whereby an established company might tailor-make a student project with limited scope and value. Through CDL I feel as if I am an actual employee of the startup, and the impact of my contribution is tangible. I am forging relationships with manufacturers and suppliers that will carry the company well into the future. Of particular value is the access we as students have to the startup selection screening meetings. I get to see the uncertainty, the imperfections, and the grit that threads entrepreneurial endeavors. Most importantly I am gaining a broadened perspective, as CDL mentors share insights built upon diverse backgrounds and expertise. I’m learning to ask the right questions when formulating and executing a business strategy, and that is a critical skill for success when I enter industry.”



Paige Cruver

Evening MBA Student

MPH, Emory University

BS, Georgia Institute of Technology

Contracting Officer II at Georgia Institute of Technology

<https://www.linkedin.com/in/paige-cruver-955a3852/>



“Working with CDL through the TI:GER program has been an incredible experience amid the Covid-19 pandemic. I am matched with a startup working on a transdermal patch to deliver drugs through the skin, including potential application for a vaccine in development for Covid-19. My partner, an MBA student from HEC Montreal, and I, have experience in clinical care and public health, respectively. Our project focuses on helping the founders of the startup make a go/no go decision on a transdermal formulation of a specific drug. I’m nearing the end of my MBA journey and this experience is one that has had profound impact on me professionally and personally. We are all living history right now, and the opportunity to actively contribute to public health and economic recovery efforts through CDL is something that a traditional classroom or a case study simply can’t capture. The amalgam of hope, uncertainty, and trepidation during this time requires tenacity and ingenuity the likes of which I have never before seen. The CDL staff, mentors, and intake process, as well as the startups that participate, are a proof positive that the business world can be nimble – and thoughtful – in creating, applying, and managing innovation in an ever-changing world.”

Austin Culberson

PhD (Mechanical Engineering) Candidate

MS, Clemson University

BS, Clemson University

<https://www.linkedin.com/in/austin-culberson-689bb741/>



“As elite entrepreneurs are selected and mentored by some of the world’s most distinguished subject matter experts, business leaders, and investors, CDL allows me the unique chance to be in the room where it happens. Experiencing firsthand these living case studies of what it takes to translate research from the bench to the market as viable commercial endeavors is an opportunity unique to my PhD experience at Georgia Tech.”

Ginny Hodges (McLendon)

Evening MBA Student

BA, Washington and Lee University

Community Relations Associate at Wells Fargo

<https://www.linkedin.com/in/ginnyhmclendon/>



“After hearing dozens of ventures pitch their scientific innovations during the intake sessions, I was matched with a Canadian-based start-up in the public health workstream. The venture is developing a go-to-market strategy for a COVID-19 diagnostic kit based on technology that was validated during a prior virus outbreak. Working with my project partner, a business student at the University of Toronto, I’ve evaluated international emergency-use authorization processes for diagnostics, and I am currently creating an investor pitch deck for the venture. Meetings with the founders, mentor listening sessions, and a CDL Slack channel with access to dynamic feedback from industry experts and investors, have helped make this an exciting and valuable learning experience from day one. Moreover, this has been an opportunity to apply my growing MBA skill set, including my TI:GER studies, to directly support a response to an urgent and global health crisis.”

Paul Joseph

Evening MBA Student

PhD, MS, BS, Chemical Studies, University of Madras

B.ED, Annamalai University

Faculty-Principal Research Scientist at Georgia Institute of Technology



“A unique educational experience I gained by working with CDL is to witness how scientific inventions are transformed into innovative products and services and ultimately developed into a successful business. I am enjoying this great opportunity to assist a CDL startup and complement the work of the CDL mentors. One of the benefits is the unique opportunity in networking and developing new relationships with entrepreneurs. This course also offers a great learning experience using the entrepreneurial strategy compass and other frameworks to analyze opportunities. This project is helping me to develop my skills in conducting primary and secondary research to analyze and understand the market and the industry for a specific innovation. My interactions with the CDL program have already helped me in my career by seeing and learning how to start a business in the health care sector and how to use the essential toolset needed to take an invention and turn it into an innovation – ultimately witnessing a ‘bench to bedside’ technology innovation process to create a successful business.”

Juan Medina

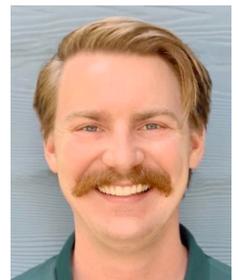
PhD (Biomedical Engineering) Candidate
BA, Florida International University
BS, Florida International University
<https://www.linkedin.com/in/jmed/>



“My CDL experience is helping me with my TI:GER project, which I brought from my lab at Georgia Tech. In my TI:GER project, my team has been conducting higher level customer discovery and competitive analysis to confirm that our technology will indeed succeed in the cell culture market. My entire TI:GER team is participating in CDL this summer, and we are applying learning from our CDL experiences and extending them to our TI:GER project. The CDL experience has been extremely insightful for many reasons. As a PhD candidate constantly interfacing with the early benchtop work that goes into development of tech, I used to find it difficult to see the long-term picture of getting this tech to end-patients. This opportunity helps me fill in that gap and has shown me that successful ventures require expertise that extend beyond technical knowledge of the intellectual property. Furthermore, as part of my career exploration, this experience has further confirmed my admiration for entrepreneurship and desire to pursue similar endeavors after I finish my graduate studies.”

John Noojin

Evening MBA Student
BS, Georgia Institute of Technology
Naval Aviator at US Navy
<https://www.linkedin.com/in/john-noojin/>



“Working with the Creative Destruction Lab through the Global Technology Innovation Practicum has been an experience unlike any other at Scheller. Every week, I have the opportunity to work closely and cooperatively with founders, mentors, and other MBA students from across the globe to help the growth and success of a biotech startup working on a therapeutic treatment for COVID-19. Everything I’ve learned to this point at Scheller has been tested, broadened, and amplified by CDL. It’s exciting to be a part of a program where you can see the tangible impact of your contributions on such an explosive scale.”

Vishal Patel

Evening MBA Student

BBA, University of Georgia

Senior Analyst at The Home Depot

<https://www.linkedin.com/in/thevishalpatel/>



“Participating in CDL Recovery has been a great educational opportunity to learn from experienced entrepreneurs, executives, and government officials on how to approach developing an innovation and bringing it to the market so it provides value to society. The experience has also been inspiring as it has opened my eyes to all the unique ways ventures are trying to provide relief from COVID-19 through their innovations. I am working with a new venture that is developing testing kits for COVID-19. As part of this initiative, I am partnering with a fellow MBA student from HEC Montreal to assist the three co-founders of the company. This opportunity presents challenges given the time sensitivity to bring the product to the market, not only for the business need but also public health need. In addition, the product offering does not fit well into existing and defined market segments, so much existing data is inapplicable compared to other innovations that might have points of similarity in existing markets or market research. The company is relying on us as MBA students to provide much of the initial business direction by allowing the founders to better understand how to segment and position in the market, who are industry competitors, and what go-to-market strategy we should pursue. At the end of my time in this stream, I will have applied more of my business knowledge and learnings to a real-life, time-critical scenario than I have in the past and that hands-on experience will prove extremely valuable as I navigate future business challenges in my career.”

Matthew Sarver

Evening MBA Student

MS, Georgia Institute of Technology

BS, Purdue University

Performance Engineer at GE Power

<https://www.linkedin.com/in/matthew-sarver/>



“Being able to work with CDL through the Global Technology Innovation Practicum has been a valuable experience. Specifically, I have been helping with the CDL Recovery stream, which includes startups with technologies focused on solving COVID-19 problems. CDL has allowed me to observe experienced entrepreneurs, mentors, and investors discuss their perspectives on technology startups. I am working with Pani Energy, a startup focused on data and analytics for wastewater treatment plants, with fellow MBA students from the University of British Columbia and HEC Montreal. I think it is interesting to note that my experience from my first TI:GER course has prepared me well for my experience in CDL. The mentorship feedback from my TI:GER project is the first course is similar to the mentorship feedback the CDL startups receive from their mentors. Additionally, I have been able to support Pani Energy with the same frameworks and methods for market analysis, industry analysis, and qualitative interview skills that I learned in the first TI:GER course. I choose to join TI:GER because of its hands-on experience and real-world applicability. My interests lie at the intersection between business and technology, so there isn’t any other program I would rather be a part of.”

Patrick Strane

Evening MBA Student

BS, Georgia Institute of Technology
Senior Innovation Engineer at Microcopy Dental

<https://www.linkedin.com/in/patrick-strane-b4a16054/>



“In CDL, I’m working with a startup focused on creating a wearable proximity monitoring device that aims to improve the effectiveness of social distancing practices within businesses. The device may also help with contact tracing. My particular work has been to investigate industry competitors and potential layers of service that would improve the utility of the platform for the market. My primary collaboration is with the CEO of the startup, and I have really learned a lot about the perspectives of a CEO going through a mentorship/accelerator program because he shares his insights with me. This has been a unique experience (and even a crash course) on real-world startups. Studying content in class is informative but seeing real-world examples and application of what we’ve studied enriches the content. The CDL experience has let me see behind the curtain of how mentors assess startups and help them succeed. I have learned more about what mentors and investors are looking for, and what they are not looking for, and why. And I have enjoyed learning about lots of really interesting and cool ideas to solve COVID-19 problems.”

Christopher Tolosa

Evening MBA Student

BS, Georgia Institute of Technology
Manager at OneTrust

<https://www.linkedin.com/in/christopher-tolosa/>



“In the CDL program, I am working with the startup Tenera Care. With an MBA student from HEC Montreal, I teamed with the CEO of Tenera Care to help identify new markets that the company could enter. We explored the regulatory space within England and the United States, as Tenera Care is based in Canada. We also are looking at markets that could benefit from this technology, such as hospital healthcare, food packing, and sports and entertainment. I’ve learned that a startup can shift the value proposition of the product to align with market needs and company goals. I am also learning about supply chains and their effect on market selection. I learned about this in TI:GER, and now I’m seeing this firsthand. My experience with CDL has been very favorable as I have attended the smaller group sessions to see how the startups are mentored and coached. The objective-based mentoring in CDL is key, and it’s clear that this is what helps the companies in the program scale rapidly. I have found that Tenera Care has been great at executing quickly and effectively and, as a result, it has so far been successful in the CDL program.”