



The **LAB TO MARKET** course sequence at the Rady School of Management provides an unparalleled, individualized opportunity for students to explore their ideas and develop the skills and knowledge necessary to become the next generation of innovative leaders. Lab to Market is a foundation of the Rady experience and is integrated into every aspect of the school. Whether you come to Rady looking to start your own company, develop an existing company, or pursue an entirely different career, Lab to Market will give you the experience and skills you need to set yourself apart from your competition.

Lab to Market focuses on the techniques and methods of creating new ideas, evaluation of different business models in implementing these ideas and evolution of these ideas into viable market opportunities. Designed to facilitate action learning, Lab to Market will provide the knowledge you need to pursue a new business opportunity in an entrepreneurial or intrapreneurial context. Lab to Market progresses into a workshop format, in which students develop their ideas from the introductory course with support, guidance, mentoring and inspiration from industry experts. Skills from the Rady School's core curriculum are applied in a hands-on environment through case studies, presentations and collaborative work.

**3-Quarter intensive and integrative program that goes beyond typical MBA skills.
Gain skills to think entrepreneurially in any setting: emerging or established company.**

LAB TO MARKET

- ▶ Generate New Ideas
- ▶ Evaluate Business Models



LAB TO MARKET WORKSHOP 1

- ▶ Develop and Validate Ideas



LAB TO MARKET WORKSHOP 2

- ▶ Apply course curriculum to evolve ideas into a viable market opportunity



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When **Suman Kanuganti** arrived at Rady School of Management, he knew he wanted to leave with an idea that would change the world. Changing the world is exactly what he did with the inception of his business, Aira.

Launched in 2014 as part of Kanuganti's Lab to Market sequence, Aira was created to help visually impaired individuals navigate the world with more freedom and autonomy. Using smart glasses, explorers are able to share their field of vision with agents who can help them with tasks, such as navigating grocery stores, locating bus stops, maneuvering through airports and more. Aira has revolutionized assistance for visually impaired individuals, enabling their increased independence in everyday tasks and travel.



"After coming to the Rady School as an engineer with an interest in the business world, my time at Rady enabled me to gain the innovative and entrepreneurial skills I needed to establish a vision, launch my company and make a real impact on the lives of the visually impaired."

Suman Kanuganti, founder and president, Aira (MBA '14)

While in development in the Lab to Market course Aira was accepted into the Rady StartR accelerator program. Ultimately, Lab to Market and StartR provided Aira with the foundation to flourish by earning recognition and funding, expanding operations across the country and making positive contributions to the economy.

Today, Aira is an award-winning business and the fastest growing assistive service for people who are blind or have low vision.

LAB TO MARKET

"Working with Illumina during the Lab to Market capstone was extremely useful and allowed me to apply my MBA learnings in a real world setting. The opportunity also served as an immersive deep dive into how businesses make decisions and it helped me to solidify everything that I learned throughout my time at Rady. During Lab to Market, my team got to learn a lot about Illumina's technology, its organizational strategy, and how they think through problems, all while networking and building great relationships with people inside the company including many Rady alumni. This capstone was the highlight of my time at Rady and now I feel confident and prepared to put the skills I developed into action."

Lauren Murphy, senior solutions sales, IBM (MBA '19)



For Rady School of Management alum **Robert Sweetman**, the Lab to Market course sequence was a major attraction and key differentiator in choosing Rady compared to other MBA programs.

Ever since he was a kid, Sweetman has had an entrepreneurial spirit. He particularly excelled in his 20's when he built three profitable businesses; an insurance brokerage, a promotions company and a food service business.

At 29, Sweetman enlisted in the Navy and served his country as a Navy SEAL. After he medically retired, he took his passion for business even further by enrolling in the FlexWeekend MBA program at Rady School of Management.

"The Lab to Market series is the reason I chose Rady because I wanted to take my own business from lab to market. The FlexWeekend program was great as it allowed me to finish my naval career and transition into full-time school while building a business." Robert Sweetman, founder and CEO, EXIST (MBA '19)

During his time at Rady, Sweetman participated in the StartR accelerator program and even won the audience choice award for his virtual sleep environment idea at Demo Day. Today, his business, EXIST, has created the Restore sleeping system that provides restorative sleep conditions by controlling light, sound and temperature in a fully virtual sleeping environment.