



# IDEA TO INDUSTRY

## Finding Your Customer: *From Market Guesswork to Market Fit*

You can have breakthrough technology, but without a clear customer and a path to reach them, even great ideas stall. Led by *Ian Grant*, Innovation Commercialization Manager at Johns Hopkins Healthcare Solutions, this seminar breaks down how to move from vague audiences to clearly defined customers you can reach.

Attendees will leave with practical frameworks they can apply immediately to strengthen product-market fit, sharpen messaging, and make smarter commercialization decisions earlier.

*Participants will gain guidance on how to:*

- Define an initial target market rooted in real customer needs
- Build actionable customer personas
- Assess practical ways to reach and engage target customers

### EVENT DETAILS

- **February 5 | 12-1 p.m.**
- **JHTV | East Baltimore**  
1812 Ashland Ave., Suite 110  
Baltimore, MD 21205
- Lunch will be provided
- Zoom option available

An Educational Series for  
Johns Hopkins Entrepreneurs



### SEMINAR SPEAKER

Ian is the Innovation Commercialization Manager at Johns Hopkins HealthCare Solutions, where he partners with inventors to commercialize evidence-based, high-impact population health solutions that generate alternative revenue for Johns Hopkins and entrepreneurial departments within the institution.

Ian's work leverages expertise in population health and health policy, along with experience developing and deploying population-based initiatives in urban and rural communities. Ian has coordinated community- and clinic-based interventions designed to activate patients and address chronic conditions.

**REGISTER TODAY**  
[cvent.me/vYbwXw](https://cvent.me/vYbwXw)

*Idea to Industry is a monthly, first-Thursday educational series bridging the knowledge gap between university innovation and commercialization by equipping Johns Hopkins faculty, students, and aspiring entrepreneurs with the knowledge and resources needed to transform ideas into viable ventures.*