

1141 創新技術服務的產業化與擴展 課程規劃 中文版

本課程旨在培養學生將創新技術服務從研發成果轉化為具市場潛力的產業應用，結合精實創業思維與實務案例，學習問題發掘、用戶驗證、MVS 設計、定價策略與商業模式建構，進而探索平台化與國際擴展的可行性。

課程時程

- 授課方式：英文實體授課
- 評分方式：Presentations 20%、Group Projects 20%、Participation 60%
- 課程期間：9 月 11 日至 1 月 8 日，每週下午 13:10 - 15:00
- 期中報告分組：根據行銷性質，分為線下行銷與線上行銷組。
- 期中簡報繳交：簡報檔案，於 11/5 前於 moodle 繳交。
- 期中口頭報告：11 月 6 號(每組 15 分鐘報告 + 10 分鐘 Q&A)
- 期末報告分組：根據使用者對象，分為臨床組與生技公司組。
- 期末報告繳交：創業計畫書與簡報檔案，於 1/7 前於 moodle 繳交。
- 期末口頭報告：1 月 8 號(每組 15 分鐘報告 + 10 分鐘 Q&A)

課程詳細規劃

週次	日期與時間	課程主題	課程重點	授課形式	課堂任務／活動	課後作業說明
W1	2025/09/11 (四) 13:10-15:00	課程介紹與選課說明	課程架構說明、作業概覽、分組說明	講授 + 討論	問卷填寫、自我介紹、小組媒合	設計問卷草案 (10 題以上，含 3 題開放式)，擬定用戶假設與學習目標
W2	2025/09/18 (四) 13:10-15:00	蛋白體創新技術與應用	創新技術應用場景與市場潛力、產業範圍	講授 + 專題導讀	案例簡報與組內討論	繪製 2 種 Persona 與潛在對象聯絡名單 (至少 6 人)
W3	2025/09/25 (四) 13:10-15:00	創新技術服務化：定義與類型	服務定義、創新服務架構、痛點對應	講授 + 案例演練	服務案例解析與分組	擬定受訪腳本、設計問題假設樹，建立第一輪訪談名單
W4	2025/10/02 (四) 13:10-15:00	B2B 商業模式設計	B2B 與平台商業模型差異、價值鏈設計	講授 + Canvas 引導	初步商業模式草圖	繪製完整 Lean Canvas 草圖並撰寫價值主張 (VP) 1 段敘述
W5	2025/10/09 (四) 13:10-15:00	使用者洞察與訪談準備	Persona 建立、用戶訪談問題設計	講授 + 練習 + 角色扮演	模擬訪談腳本演練	製作使用者旅程圖 1 張，列出 3 大痛點與潛在需求

W6	2025/10/16 (四) 13:10-15:00	最小可行服務 (MVS) 設計	MVS 的定義 與案例、實 作思維	講授 + 小 組討 論	設計 MVS 雛 形與簡述	執行 5 場深度訪談 並整理逐字稿與痛 點摘要
W7	2025/10/23 (四) 13:10-15:00	行銷策略設計 與推廣實作	線上與線下 推廣策略、 社群工具介 紹	講授 + 分 組實 作	組別執行行銷 任務準備	彙整訪談語句與洞 見表格，完成痛點 矩陣分析
W8	2025/10/30 (四) 13:10-15:00	行銷成果追蹤 與 MVP 初步 驗證	指標設計、 回饋整理、 簡報準備	簡報 演練 + 回 饋	組內模擬簡報 與修改	製作 MVS 原型構 想簡報 (5 頁)， 含流程圖與核心功 能
W9	2025/11/06 (四) 13:10-15:00	期中報告 (分 組一)	線上／線下 行銷成果報 告與 MVS 提案	分組 簡報 + Q& A	簡報發表與同 儕提問	設計使用者測試情 境 2 則與反饋紀錄 表
W10	2025/11/13 (四) 13:10-15:00	小組重整與新 問題設定	以生技／臨 床為核心重 新分組與定 義場景	講授 + 小 組腦 力激 盪	Stakeholder Map 草圖	撰寫定價原則、價 格區間建議與價格 敏感度假設
W11	2025/11/20 (四) 13:10-15:00	平台策略與價 值協同	平台商業邏 輯與多邊市 場設計	講授 + 案 例分 析	平台價值提案 設計	繪製平台雙邊市場 圖，列出潛在網絡 效應與價值互動
W12	2025/11/27 (四) 13:10-15:00	訪談技巧實作	中階訪談技 巧、真實痛 點挖掘與收 斂方法	講授 + 演 練+ 回 饋	組內模擬與修 正	繪製利害關係人地 圖與關鍵決策流程 圖
W13	2025/12/04 (四) 13:10-15:00	服務定價與收 費策略	定價模型、 心理價格、 競品比較	講授 + 工 作坊	小組建立定價 邏輯	撰寫平台擴展策略 草案 (1 頁)、模 組化設計說明
W14	2025/12/11 (四) 13:10-15:00	Go-To-Market 策略設計	產品推出策 略、管道選 擇與推廣	講授 + GT MP 建構	GTMP 草稿發 表與迴圈改善	撰寫 Pitch Deck v1 (8-12 頁)，含商 業邏輯與客戶驗證
W15	2025/12/18 (四) 13:10-15:00	期末提案演練	提案結構、 簡報技巧、 問題預測	講授 + 實 作演 練	小組模擬簡報 與內部回饋	修訂簡報內容並提 交最終版本草案
W16	2025/12/25 (四) 13:10-15:00	行憲紀念日	課程停課			無作業 (放假)

W17	2026/01/01 (四) 13:10-15:00	跨年假期	課程停課			無作業 (放假)
W18	2026/01/08 (四) 13:10-15:00	期末提案發表 (分組二)	平台商業模 式完整提案 簡報	Pitch Dec k 簡 報 + Q& A	小組簡報與總 結回饋	Pitch Deck 簡報發 表與期末成果提交

1141 Turning Innovative Technology Services into Scalable Platforms syllabus

This course aims to train students to transform innovative technology services from R&D results into market-ready industrial applications. By integrating lean entrepreneurial thinking with practical cases, students will learn problem-solving, user validation, MVS design, pricing strategies, and business model development, further exploring the feasibility of platformization and international expansion.

Course Schedule

- Instruction Language & Method: In-person classes conducted in English
- Grading: Presentations 20% 、 Group Projects 20% 、 Participation 60%
- Course Duration: September 11 to January 8, every Thursday from 13:10 PM to 15:00 PM
- Midterm Report Group: Online marketing and Offline marketing
- Midterm Report Submission: Presentation file to be submitted via Moodle by November 5
- Midterm Oral Presentation: November 6 (15-minute presentation + 10-minute Q&A per team)
- Final Report Group: Clinical and Biotech Corporation group.
- Final Report Submission: Business plan and presentation file to be submitted via Moodle by January 7
- Final Oral Presentation: January 8 (15-minute presentation + 10-minute Q&A per team)

Course Syllabus

Week	Date & Time	Course Topic	Key Focus Points	Teaching Format	In-Class Task / Activity	Homework Assignment
W1	2025/09/11 (Thu)	Course Introduction & Enrollment	Course structure, assignment overview, team formation	Lecture + Discussion	Survey, self-introduction, group matching	Design a survey draft (10+ questions, incl. 3 open-ended), propose user assumptions and learning goals
W2	2025/09/18 (Thu)	Proteomic Tech & Applications	Innovation application scenarios, market potential	Lecture + Thematic briefing	Case presentation, group discussion	Create 2 personas and contact list of 6+ potential users
W3	2025/09/25 (Thu)	Service Innovation: Definitions & Types	Service definition, innovation structures, pain point mapping	Lecture + Case Exercise	Analyze service cases, team-based activity	Draft interview guide, build hypothesis tree, list 1st interview batch

W4	2025/10/02 (Thu)	B2B Business Model Design	B2B vs platform models, value chain mapping	Lecture + Canvas Workshop	Sketch initial business model	Draw full Lean Canvas & write 1-paragraph Value Proposition
W5	2025/10/09 (Thu)	User Insights & Interview Prep	Persona building, user interview question design	Lecture + Exercise + Roleplay	Practice interview scripting	Draw 1 user journey map, identify 3 key pain points & unmet needs
W6	2025/10/16 (Thu)	Minimum Viable Service (MVS) Design	MVS concept, practical logic and real examples	Lecture + Group Discussion	Design MVS prototype & narrative	Conduct 5 interviews, submit transcripts and summarized pain points
W7	2025/10/23 (Thu)	Marketing Strategy Design & Promotion	Online/offline strategies, community tools	Lecture + Group Activity	Group marketing preparation	Consolidate quotes and insights table, complete pain point matrix
W8	2025/10/30 (Thu)	Marketing Tracking & MVP Validation	Metric design, feedback processing, pitch prep	Pitch Rehearsal + Feedback	Internal team presentation & revision	Prepare MVS concept pitch (5 slides), include flow chart & core features
W9	2025/11/06 (Thu)	Midterm Presentation (Group 1)	Promotion results, MVS proposal	Group Presentation + Q&A	Peer presentations and discussion	Design 2 user test scenarios + feedback log
W10	2025/11/13 (Thu)	Regrouping & New Problem Framing	Re-group based on biotech/clinical, redefine problems	Lecture + Brainstorming	Sketch stakeholder map	Draft pricing strategy, suggested price range & sensitivity assumptions
W11	2025/11/20 (Thu)	Platform Strategy & Value Co-Creation	Platform logic, multi-sided markets	Lecture + Case Study	Design platform value proposition	Draw platform double-sided map, outline network effects & value flows
W12	2025/11/27 (Thu)	Interview Techniques II	Advanced probing, discovering true needs	Lecture + Roleplay + Feedback	Team simulations & revisions	Draw stakeholder map & decision-making flowchart
W13	2025/12/04 (Thu)	Service Pricing &	Pricing model, psychology,	Lecture + Workshop	Team builds pricing logic	Draft platform scaling plan

		Revenue Strategy	competitor benchmarks			(1 page) + modular architecture notes
W14	2025/12/11 (Thu)	Go-To-Market Strategy	GTM canvas, channel strategy, launch planning	Lecture + GTMP Building	Present draft GTM canvas, get iterative feedback	Draft Pitch Deck v1 (8–12 slides), include business logic & user validation
W15	2025/12/18 (Thu)	Final Pitch Rehearsal	Deck structure, presentation skills, challenge prep	Lecture + Practice	Team simulation pitch + internal feedback	Revise slides and submit final draft
W16	2025/12/25 (Thu)	Constitution Day Holiday 🇺🇸	No Class	—	—	No Homework (Holiday)
W17	2026/01/01 (Thu)	New Year Holiday 🎉	No Class	—	—	No Homework (Holiday)
W18	2026/01/08 (Thu)	Final Presentation (Group 2)	Full business proposal pitch	Group Pitch + Q&A	Group presentation and closing feedback	Final Pitch Deck submission + documentation

書籍使用 / Reference

1. Lean B2B: Build Products Businesses Want, Étienne Garbugli
2. Solving Product, Étienne Garbugli
3. Find Your Market, Étienne Garbugli

課程主題 / Course Topic	參考書籍與章節 / Reference	章節 / Chapter
課程介紹與選課說明 Course Introduction & Enrollment	Lean B2B; Solving Product	Chapter 1; Chapter 1
蛋白體創新技術與應用 Proteomic Tech & Applications	Lean B2B; Find Your Market	Chapter 1–2; Chapter 4
創新技術服務化：定義與類型 Service Innovation: Definitions & Types	Lean B2B; Solving Product	Chapter 18; Chapter 21
B2B 商業模式設計 B2B Business Model Design	Lean B2B	Chapter 3
使用者洞察與訪談準備 User Insights & Interview Prep	Lean B2B; Solving Product; Find Your Market	Chapter 5, 10; Chapter 3, 4, 5; Chapter 1
最小可行服務（MVS）設計 Minimum Viable Service (MVS) Design	Lean B2B; Find Your Market	Chapter 13; Chapter 9, 11
行銷策略設計與推廣實作 Marketing Strategy Design & Promotion	Solving Product	Chapter 15
行銷成果追蹤與 MVP 初步驗證 Marketing Tracking & MVP Validation	Solving Product	Chapter 14
期中報告（分組一） Midterm Presentation (Group 1)	Solving Product	Chapter 6
小組重整與新問題設定 Regrouping & New Problem Framing	Lean B2B	Chapter 4, 9, 12
平台策略與價值協同 Platform Strategy & Value Co-Creation	Find Your Market; Solving Product	Chapter 8; Chapter 11
訪談技巧實作 Interview Techniques	Lean B2B; Find Your Market	Chapter 7, 9, 10, 14; Chapter 9
服務定價與收費策略 Service Pricing & Revenue Strategy	Solving Product	Chapter 19, 23
Go-To-Market 策略設計 Go-To-Market Strategy	Lean B2B; Solving Product; Find Your Market	Chapter 16; Chapter 24; Chapter 10, 14
期末提案演練 Final Pitch Rehearsal	Solving Product	Chapter 9
（放假）行憲紀念日		

(放假) 跨年連假		
期末提案發表 (分組二) Final Presentation (Group 2)	Solving Product	Chapter 10