

**COMMERCIALIZATION AND ENTREPRENEURSHIP
BOOT CAMP – FEBRUARY 18, 2011**

Sponsored by

The Institute for Innovation and Entrepreneurship at UTD
And the Office of the Vice President for Research at UTD

TIME	EVENT	SPEAKERS
8:00 am – 8:30am	Registration And Coffee	
8:30 am -8:45 am	Welcome & Program Overview	Bruce Gnade, Ph.D. UTD Vice President for Research Joseph Picken Ph.D. Executive Director, IIE
8:45 am –9:15 am	Overview of Technology Commercialization <ul style="list-style-type: none"> ▪ Invention vs. innovation ▪ Essentials of the commercialization process ▪ Do you have what it takes to be an entrepreneur? ▪ Avoiding the early mistakes 	Robert Robb Associate VP, Technology Commercialization Director, Venture Development, IIE
9:15 am -10:00am	Opportunity Identification/Evaluation <ul style="list-style-type: none"> ▪ Where do entrepreneurial ideas come from? ▪ Needs, solutions, business models and strategies ▪ Evaluating opportunities – does your idea have potential? ▪ A checklist for opportunity evaluation 	Joseph Picken, Ph.D. Executive Director, IIE
10:00am - 10:30 am	UTD/UT System Technology Transfer Process <ul style="list-style-type: none"> ▪ UT/UT System IP Policy ▪ The IP/technology transfer process at UTD ▪ Working with industry partners 	Becky Stoughton UTD Assistant Director Office of Technology Commercialization
10:30 am – 10:45 am	Coffee Break	
10:45 am – 11:45 am	Protecting Your Intellectual Property <ul style="list-style-type: none"> ▪ Overview of IP: patents, trademarks, trade secrets ▪ How to protect your IP: the patenting process ▪ An IP Handbook for entrepreneurs 	Julie Nickols Haynes & Boone, LLP
11:45 am - 12:15 pm	Basics of the Business Plan For New Enterprises <ul style="list-style-type: none"> ▪ Understanding your business model ▪ Creating the plan— purpose and essentials (content) ▪ The value proposition, elevator pitch, and exit strategy 	Dan Bochsler IIE, SOM Faculty, Entrepreneurship
12:15 pm - 1:00 pm	Lunch And Networking	
1:00 pm – 1:15 pm	Financing Technology Ventures: A Brief Introduction <ul style="list-style-type: none"> ▪ Funding technology ventures: the challenges ▪ Sources of financing: the venture funding system 	Madison Pedigo IIE & OTC
1:15 pm – 1:45 pm	SBIR/STTR R&D Funding for Startups <ul style="list-style-type: none"> ▪ Small Business Innovation Research program ▪ Small Business Technology Transfer program 	Adrian Denvir LynnTech
1:45 pm - 2:40 pm	Panel Discussion: What Investors are Looking For <ul style="list-style-type: none"> ▪ Perspectives on financing: venture capital, angel investors, the Texas Emerging Technology Fund ▪ What are investors looking for – expectations, requirements? ▪ How does the process work? ▪ What to avoid? 	Jackie Kimzey Sevin Rosen Scott Ticer Lone Star Angels Maria Smith North Texas RCIC
2:40 pm – 2:45 pm	Wrap-up	Robert Robb IIE & OTC
2:45 pm - 3:45 pm	Networking Reception	