

# DEVELOPMENT BOARD MEETING

May 8, 2008

# I. WELCOME

Jim Von Ehr, Chairman

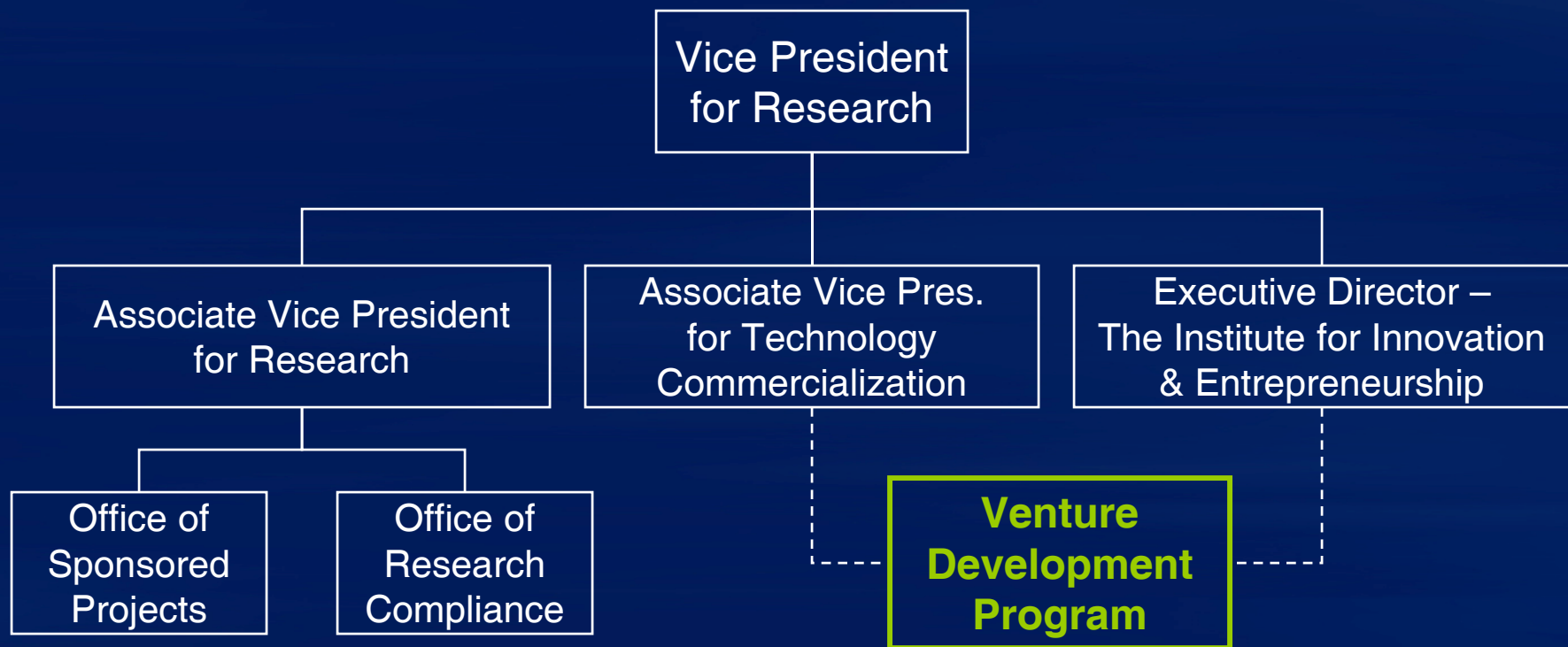
## II. ANNOUNCEMENTS

President David Daniel

# III. IIE AND OTC FEATURE PRESENTATION

Bruce Gnade  
Vice President for Research

# Office of Research Organization Chart



# The Institute for Innovation and Entrepreneurship (IIE) at UT Dallas

Joseph C. Picken, Ph.D.

Executive Director

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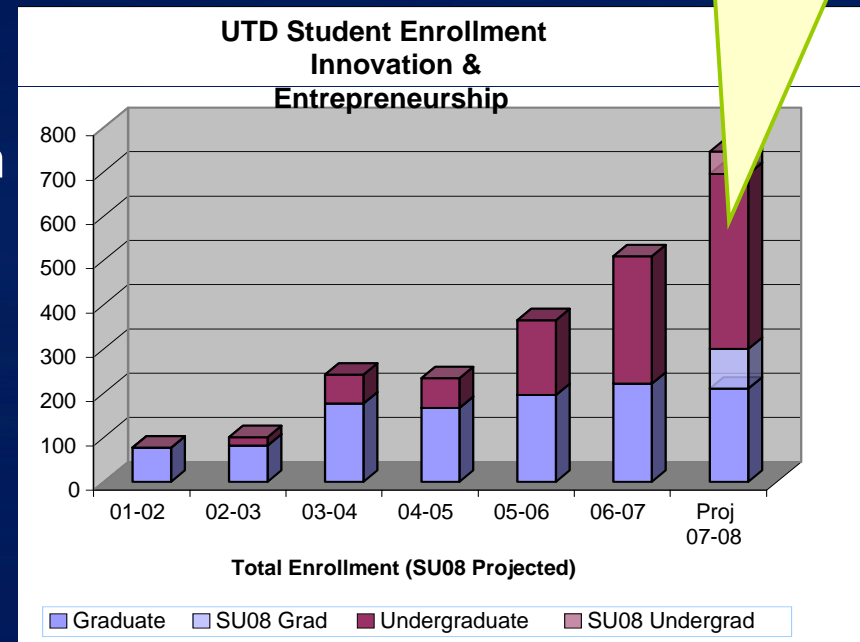
# IIE at UT Dallas

- Established April 2006
  - Collaborative initiative of all seven schools of the university
  - Role as a facilitator, catalyst and program sponsor
  - Focused on technology-based entrepreneurship: *“leveraging the power of ideas and technology to create new ventures and add economic, social and cultural value to our community”*
- Programs in five areas:
  - Academic and student programs
  - Faculty/Staff development (*creating an entrepreneurial mindset*)
  - Community outreach
  - Venture Development
  - Research

# Academic and Student Programs

- Academic curricula
  - Established Summer 2002
  - 13 graduate courses; MBA and MS program concentrations
  - 5 undergraduate courses; minor in Innovation & Entrepreneurship; concentration in BA degree program
  - Several cross-disciplinary degree programs; more on the way
- 4 full-time; 2 adjunct faculty

**Projected enrollment for 2007-2008: 740 students – 46% growth over prior year**



# University/Industry Collaboration

- Bringing entrepreneurs into the classroom
  - BA 4308 – Introduction to Entrepreneurship
  - ENTP 6370 – Entrepreneurship
  - ENTP 6315 - Entrepreneurial Finance
  - ENTP 6316 – Private Equity
  - ENTP 6378 – Managing the Emerging Enterprise
- Semester-length student projects involving companies
  - ENTP 6380 – Entrepreneurial Marketing
  - ENTP 6398 – The Entrepreneurial Experience (ECS/SOM students in the same classroom)

# Academic and Student Programs

- Innovation & Entrepreneurship Club
  - 50+ active members
- UT Dallas Business Idea Competition
  - October-November of each year
  - 2007 Competitors: 39 teams; nearly 100 students
  - \$39,000 in prizes awarded
- National Business Plan Competitions (sponsored 3 teams)
  - CEDIC Big 12 New Venture Competition (1<sup>st</sup> and 3<sup>rd</sup>)
  - Rice Business Plan Competition (4<sup>th</sup>)
  - Tulane Social Venture Competition (presented)
  - UT Austin Moot Corp Competition (presented)

# Faculty/Staff Development: *Creating an Entrepreneurial Mindset*

- Commercialization & Entrepreneurship Boot Camp
  - Target audience: faculty, staff, graduate students, community
  - December/May of each year
  - Program
    - Idea generation and evaluation
    - UTD commercialization process/resources
    - IP protection
    - Business plans
    - Financing
  - Next program – May 9<sup>th</sup>
- Individualized consultation – venture development

# Community Outreach

- Objectives
  - Raise the profile of the university
  - Position UTD as “the most business-friendly university”
- Initiatives
  - Research & New Venture Showcase Series
  - Entrepreneurial Development Series
  - Innovation Opportunity Camp

# Community Outreach:

## *Research & New Venture Showcase Series*

- Theme-based programs highlighting UT Dallas research, innovation and commercialization opportunities
  - October, January, April of each year
  - Rotated among the seven schools of the university
- Programs to date:
  - Nanotechnology (Nanotech Institute)
  - Virtual Worlds, Simulation and Game Technologies (ATEC)
  - Cyber Security (Computer Science)
  - Geospatial Sciences
  - Enhancing the Potential of the Human Mind (Center for Brain Health)

# Community Outreach:

## *Entrepreneurial Development Series*

- Education and skill development for entrepreneurs, aspiring entrepreneurs and managers in established firms seeking new growth opportunities through innovation
- Eight sessions (One per month during academic year)
  - Finding and evaluating new venture ideas
  - Marketing and strategy
  - Preparing the business plan and investor pitch
  - Financing startup and growth
  - Building a company: leading and managing the emerging enterprise
- Taught by UTD entrepreneurship faculty, entrepreneurs, service providers

# Community Outreach: *Innovation Opportunity Camp*

- Two-week summer camp for HS juniors & seniors
  - Entrepreneurship as a career option
  - Team-based activities: business simulation game, business plan competition, recreation
  - Company and laboratory tours: see cutting-edge science and research in action
  - Student teams mentored by UTD students
- June 16-27, 2008; \$895 (inclusive)
- Scholarship assistance through grants from the TI Foundation and Dallas Bar Association

# Venture Development Initiative

- Collaboration with the Office of Technology Commercialization
- Creating and nurturing new companies
- Use MBA student interns to facilitate new venture development
- Education and Training: Boot Camps, Courses, Entrepreneurial Development Series

# Institute Sponsors

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# Office of Technology Commercialization (OTC)

Robert Robb

Associate Vice President

Director of Venture Development -  
The Institute for Innovation and Entrepreneurship

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<http://otc.utdallas.edu>

# Technology Commercialization? —Why Bother?

- Why actively engage in commercializing technology?
  - Important to fulfilling the University's service mission
  - Move technology out of lab for public good
    - Better health, higher living standard, etc.
  - Economic development for Community/State/Nation
  - Global Competitiveness/Collaboration

# Why Pro-actively Facilitate Startups?

- Commercialization for public good may not happen otherwise
- May be the only effective option to commercialize
- Service to community—economic development
- Possible research sponsorship for company & University to further develop technology
  - SBIR grants, STTR grants, etc.
  - Investment capital, Texas ETF funding
- Vehicle for effective partnering with industry
- More motivation for inventors toward Commercialization
- Possible enticement in recruitment of key faculty
- Potential for financial return via equity ownership-- to bolster future commercialization efforts

# UT Dallas Office of Technology Commercialization

- New OTC Launch –April 2008
- Collaboration with the Institute for Innovation and Entrepreneurship at UT Dallas (IIE)
- Primary Objectives:
  - University Collaboration with Investors/Industry
  - Inventor Education and Advising
  - Invention Disclosure Evaluation
  - Intellectual Property Protection
  - Technology Commercialization with a Focus on Start-up Facilitation
  - Inter-institutional Collaboration

# Activities of OTC in Collaboration with IIE

- Evaluation, Incubation, Commercialization
- “Virtual Incubation”: New Venture Development
  - Individual mentoring by experienced entrepreneurs (faculty and external advisors)
  - Market Analyses, Strategy, Business Plan Development, Presentations, Business Formation
  - Resources
    - OTC/IIE Personnel, Business and Engineering Faculty, MBA Student Interns, MBA Student Project Teams, Business Advisors/Managers, Entrepreneurs in residence, etc.
  - Engineering, Design, Prototyping
  - Connections
    - Facilities, Funding, Management, Advisors, Banks, Partners, Professional Service Providers
- Training: Instructional Materials, Department Seminars, Boot Camps

# OTC Philosophy & Approach

- User-friendly & Customer-centric
  - Customers: inventors, investors, industry partners, etc.;
- Results-oriented, & Flexible vs. Program-driven or Bureaucratic --- (win/win mindset) ;
- Collaborative & Facilitative vs. “Protectionistic”, “Positional” or Adversarial;
- Business & Market oriented, vs. traditional or passive, and;
- Agile, Proactive and Creative ...

...to help establish long term, mutually beneficial relationships

# Solutions for more Effective Relations between Business Community & University

- Recognizing/Accepting differences; from culture to objectives
  - Mutual understand of respective hot issues --don't reinvent the wheel
  - Understanding by University of business and market issues
- Understanding technology's "current value" vs. future "developed value"
- Simplified agreements, flexibility and focus on "getting to yes"
- Focus on common interests:
  - to commercialize the technology
  - to expand and strengthen scientific knowledge
  - to exchange scientific acumen, knowledge
  - to leverage financial resources
  - to achieve financial reward.

# UTD Start-ups/Technologies in the Pipeline

- **MicroTransponder, Inc.** (\$850K funding for UTD)
  - Neuro-modulation (pain control)—micro, wireless implants
- **Pungo, Inc.** (Ref for the Deaf)
  - Patented ,wireless device to assist hearing impaired in sports
- **Solarno, Inc.** (\$250K for UTD)
  - Nanotechnology for Solar cell applications
- **Photonics Processor** (\$1.7M for UTD development)
  - Faster, smaller, more efficient, less costly, integrated processor
- **IPAC**
  - Novel, broad, cancer therapy—prostate, bladder

# Case Study: MicroTransponder, Inc.

- Former UT Dallas MBA entrepreneurship student
  - Started company around E-class business plan after graduation (2003)
  - Successful exit; reenrolled as bioengineering doctoral student
- Formed new medical device company in partnership with UTD brain science researcher – wireless micro neuro-stimulation
- Research agreement and technology license with UTD
  - Exclusive license to company (subject to performance milestones)
  - Ongoing mentoring and support from IIE faculty
- IIE supported bid for \$1.4 million Texas ETF grant
  - \$850,000 back to UTD in research grants
- UTD/IIE have taken 15% equity position in company

# Case Study: MicroTransponder, Inc.

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Questions?

# IV. SPARKLE REEL & Communications Team

Susan Rogers

Vice President for Communications

# V. Meeting Adjournment

Jim Von Ehr

Next Meeting September 11, 2008