

COMMERCIALIZATION & ENTREPRENEURSHIP BOOT CAMP



OCTOBER 2, 2009

(UCN Ballroom – UT Tyler Campus)

Sponsored by

UT Tyler Office of Sponsored Research, The Institute for Innovation and Entrepreneurship at UTD, the Office of Technology Commercialization at UTD

TIME	EVENT	SPEAKERS
8:00 am -8:15 am	Check-in and Coffee	
8:15 am -8:25 am	Welcome	Gregg Lassen Executive Vice President for Business Affairs UT Tyler
8:25 am -8:30 am	Program Overview	Joseph Picken, Ph.D. Executive Director, IIE Clinical Professor of Entrepreneurship UT Dallas
8:30 am –9:00 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 	Joseph Picken, Ph.D. Executive Director, IIE UT Dallas
9:00 am -9:45 am	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 UT Dallas
9:45 am - 10:30 am	UT Tyler/UT System Technology Transfer Process <ul style="list-style-type: none"> ▪ UT Tyler/UT System IP Policy ▪ The IP/technology transfer process at UT Tyler ▪ Working with industry partners 	Ronda Reynolds Technology Commercialization Manager UT Tyler
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 	Tammy Cowart Attorney Assistant Professor of Business Law UT Tyler
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 	Daniel Bochsler Senior Lecturer, Staff IIE, UT Dallas
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 	Daniel Bochsler Senior Lecturer, Staff IIE, UT Dallas
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 	Talbot Presley PCD Works, Inc.
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? 	Panel: Keith Chapman Joe Hebb Jim Rollins Ronda Reynolds
2:40 pm – 2:45 pm	Wrap-up	Ronda Reynolds Technology Commercialization Manager UT Tyler
2:45 pm - 3:45 pm	Networking Reception	