

Office of Technology Commercialization (OTC)

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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

What's Different...

- ...from previous commercialization endeavor?
 - More Personnel
 - Larger budget for operations & patent filing
 - Business Experienced Team (OTC/IIE)
 - Strong Focus on Start-ups
 - New Structure, Philosophy, Objectives and Process

What's Different...

- ...from most tech transfer offices?
 - Business/Venture Experienced Team
 - Collaboration with Business, Engineering, etc. (OTC/IIE)
 - Strong Focus on Start-ups
 - Structure, Philosophy, Objectives and Process

Activities of OTC in Collaboration with IIE

- Evaluation, Incubation, Commercialization
- “Virtual Incubation”: New Venture Development
 - Individual mentoring
 - Market Analyses, Strategy, Business Plan Development, Presentations, Business Formation
 - Resources
 - OTC/IIE, 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: Handbook, 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

UTD Start-ups/Technologies in the Pipeline

- **MicroTransponder, Inc.** (\$2M funding, \$850K to 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 Seed)
 - Nanotechnology for Solar cell applications
- **Photonics Processor** (\$1.7M DARPA Develop. Grant)
 - Faster, smaller, more efficient, less costly, integrated processor
- **HDAC** (R&D stage)
 - Novel, broad cancer therapy—prostate, bladder