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Newsletter

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## Technology Transfer, Innovation and Research Commercialization Process, Intellectual Property

We recognize the vital importance technology transfer and intellectual property professionals play in the research commercialization process. We search to go behind the scenes to bring you detailed, actionable information, best practice, advice with a very specific, single-minded goal: to help you find, develop, license, bring to market your organization's (or your client's) valuable ideas.

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## Technology Transfer and Intellectual Property Rights

### **Max Planck licenses 3D-viewing technology to "change television as we know it"**

The tech transfer arm of the Max Planck Society, a research center in Germany, has licensed a technology to make 3D home entertainment more viewer-friendly and versatile.

The licensed innovation, known as Backward-compatible Stereo 3D, is able to predict the perceived disparity from stereo images, thereby achieving a high-quality 3D picture when shutter glasses are used, as well as a high-quality 2D picture without the glasses ... [continue reading >>>](#)

### **New UK tech innovation fund to become world's largest of its kind**

The venture capital firm MTI, in partnership with the Universities of Manchester, Edinburgh, and University College London, recently launched a massive new investment fund to help tech innovators take their ideas to market. The Orion Fund aims to raise £150m for university tech start-ups, making it the largest investment fund of its kind in the world. Collaborating with three of the UK's top six ... [continue reading >>>](#)

### **Ex-Business Link adviser launches marketing site for SMEs**

The United Kingdom government has announced that its primary business support service, Business Link, will close all regional offices this November and centralize all regional centers and websites into one national web resource ([www.businesslink.gov.uk](http://www.businesslink.gov.uk)). Former Business Link eBusiness adviser David Howlett is seeking to fill the void by launching a website marketing training resource called ReallySimpleSEO ... [continue reading >>>](#)

### **Russian acquisition of US-developed, taxpayer-funded battery technology stirs debate**

Taxpayer-funded company Ener1 was a poster child for US-developed technology and economic development through innovation, with its state-of-the-art battery technology for electric cars and U.S. military vehicles.

Backed by \$118 million in federal stimulus funds and \$80 million in state and local incentives, top scientists at Argonne National Lab in Illinois had been lauded for leading the way on this important sector of the green energy market.

"This is about the future, and the question is which nation is going to seize the future," said Joe Biden in a speech he gave last year at Ener1's Indiana facilities. "Some nation is going to grab it by the throat.

One of the nations of the world is going to lead the world in green energy and technology" ... [continue reading >>>](#)

### **GA Tech-France campus opens \$37 million tech transfer center**

On April 2nd, Georgia Institute of Technology installed the Lafayette Institute, a \$37 million tech transfer center located in the university's GA Tech-Lorraine campus in Metz, France. The Institute -- a 20,000-square-foot building with a 5,000-square-foot clean room built to house semi-conductors -- will focus on innovations in optoelectronics, aiming to develop major innovations in the making of microchips ... [continue reading >>>](#)

### ***Incubator at German university has boosted the country's lagging start-up community***

Over the past few years, students and researchers at the Technical University of Berlin have created an average of 33 startups a year -- more than double the rate of the past years. The spike is mostly attributed to the three-year-old TU Berlin Centre for Entrepreneurship, a one-stop shop for students and faculty interested in launching tech start-ups ... [continue reading >>>](#)

### ***Weizmann Institute snags license for imaging technology***

Yeda Research and Development Company, Ltd., the tech transfer arm of Israel's Weizmann Institute of Science, has entered into a license agreement with Adobe Systems Inc. for a bidirectional similarity measure to used summarize visual media -- both still images and video ... [continue reading >>>](#)

### ***'Innovation ecosystem' launched***

The newly established Nexus Innovation Centre at the University of Limerick (UL) is unique in its approach to fostering innovation and entrepreneurship, according to UL research vice president Dr Mary Shire. "It's not just an incubator or enterprise center," she says. "It's going to be the flagship for our engagement with industry. It gives space to spin-out and spin-in companies to engage with the academic community here at the university, with each other, and the broader enterprise community in the region. It's about bringing all the right ingredients together to create an innovation ecosystem" ... [continue reading >>>](#)

### ***European hospital consortium signs with Paris life sciences park to launch start-ups***

In Paris, a recent agreement between the life sciences technology park Biocitech and AP-HP, the largest clinical research center in Europe comprising 30 hospitals, aims to boost the development of new start-ups based on life science research. Under the collaboration, scientists from AP-HP will have access to Biocitech's facilities, while the latter will be granted special rights to the projects and innovations originating in AP-HP ... [continue reading >>>](#)

### ***University of Ulster has new take on open innovation***

The University of Ulster has created a new approach to the open innovation model: OpenUlster. Although it still offers its technologies like a more standard TTO, with a menu of innovations listed for licensing, there are some significant differences -- notably the addition of an "evaluation license." ... [continue reading >>>](#)

### ***Ireland's new "IP Protocol" gives industry better access to state-funded research***

The Irish government recently announced a new initiative to make it easier for industry to access state-funded research labs to interact, and thereby bring more technologies to the market. The initiative, dubbed the Intellectual Property Protocol, will start by establishing a Central Technology Transfer Office where companies can access new research opportunities along with IP that has accumulated within the entire publicly funded lab system ... [continue reading >>>](#)

### ***German research licensed in bid to commercialize antibody-based cancer diagnostic***

An exclusive license agreement between Ventana Medical Systems, Inc., the German Cancer Research Center, and University Hospital Heidelberg in Germany aims to commercialize a novel immunohistochemistry (IHC) antibody that detects a certain protein often mutated in human cancer cases ... [continue reading >>>](#)

### ***"Entrepreneurship Forum" draws major firms to university***

Enticing Eli Lilly and Company to commit to an overseas campus visit is no doubt a coup, but for the University of Manchester in the UK, Lilly is but one of six major pharmaceutical and healthcare companies that have participated in the newly established "Entrepreneurship Forum" program since its inception early this year. While each visit is targeted to the needs of the visitor, all basically involve the sharing of information about mutual areas of interest and the initial exploration of ways in which the two organizations may work together ... [continue reading >>>](#)

### ***Irish TTO's survey touts future job potential of start-ups***

Most technology transfer offices talk a lot about the number of jobs their start-ups and other initiatives have created in the recent past, but the University College Dublin's NovaUCD has taken a different tack. The UCD commercialization arm recently surveyed its entrepreneurial faculty on the prospects for the future, rather than the results of the past, asking start-ups to estimate their projected impact on jobs. Given the pressure TTOs are under to demonstrate an impact on local economies, the strategy may be a useful one for every office ... [continue reading >>>](#)

### ***Anti-cancer drug licensed in Europe will boost Temple's tech transfer revenue five-fold***

A Pennsylvania-based biopharmaceutical company that owns the rights to a drug developed at Temple University has signed a European agreement to commercialize the drug, a move expected to significantly boost Temple's licensing revenues ... [continue reading >>>](#)

### ***MSC Software acquires Belgian software spinoff that aims at sustainable materials market***

Tech company MSC Software has acquired e-Xstream, a spinoff based at the Université Catholique de Louvain in Belgium. The start-up's software product, Digimat, offers scientific researchers a quicker, less expensive way to design high performance composite materials, which ... [continue reading >>>](#)

### ***UK researchers develop detergent that turns clothes into pollution-fighting agents***

Researchers from the University of Sheffield (UK) have teamed up with students at the London College of Fashion to develop a liquid laundry detergent that contains tiny, pollution-eating particles that researchers think could have a real impact on air quality ... [continue reading >>>](#)

### ***UK researchers develop simple blood test to replace costly lung cancer screenings***

Researchers at the University of York are developing a blood test to detect early signs of lung cancer. Now licensed to university spinoff Sizzle Biotech, the technology is based on a discovery by Dr. Dawn Coverley of the University's Department of Biology, who found that an altered form of a protein called CiZ1 is present in lung cancers, even at a very early stage ... [continue reading >>>](#)

### ***U of Edinburgh licenses polymer to revolutionize stem cell research***

Ilika Technologies Ltd, a materials R&D company based in Southampton, UK, has licensed a technology from the University of Edinburgh that has the potential to revolutionize tools for stem cell research ... [continue reading >>>](#)

### ***Cambridge spinout bringing affordable solar power to developing world***

University of Cambridge spinout Eight19 has launched a product that brings affordable solar power to those living off the grid in developing countries. IndiGo is a pay-as-you-go-personal solar electricity system. By combining solar, mobile phone technology, the system is affordable, allows users to light their homes and charge mobile phones as a service, paid with scratch cards ... [continue reading >>>](#)

### ***U Cambridge spinout acquired in bid to create a better light bulb***

CanGaN Ltd., a University of Cambridge spinout company, has been acquired by Plessey Semiconductors Ltd. in a bid to develop a potentially game changing high-brightness LED lights. Plessey acquired CamGaN in order to access 10 years worth of research centered on growing high-brightness, gallium nitrate (GaN)-based LEDs on large-area silicon substrates. The acquisition will allow Plessey to produce CamGaN's new strain of LEDs on 6-inch silicon wafers processed at Plessey facilities in Plymouth, UK ... [continue reading >>>](#)

### ***University of Cambridge partners with Big Pharma to advance drug discoveries***

A recently announced collaboration between the University of Cambridge (UC) and GlaxoSmithKline (GSK) will link scientists from the school and the pharma giant to accelerate the discovery and development of new medicines ... [continue reading >>>](#)

### ***UK start-up that crowdsources dormant IP picks up steam and partners with major universities***

Marblar.com, a crowdsourcing site launched by four English PhD students to tap into dormant university IP, has formed partnerships with some of the UK's most prestigious universities. Oxford University, Cambridge University and Imperial College London are now working with Marblar in hopes of resuscitating the countless discoveries and inventions by faculty members that have gone unlicensed ... [continue reading >>>](#)

### ***Emory U program puts researchers on "FastTrac" to business savvy***

A researcher-turned-entrepreneur might know everything about his or her field of study, but at the start, most researchers simply don't know business. To start-up veteran Donovan Moxey, the first step towards understanding the industry is recognizing that you don't – and investors see that recognition as a plus ... [continue reading >>>](#)

### ***Why researchers are reluctant to form start-ups, and how to change their minds***

Ironically, given the common view that it's gotten nearly impossible to find investors for early-stage technologies, many venture capital firms today are having trouble finding quality projects to invest in, says Kevin Johnson, a partner at Index Ventures in London. He believes part of the problem is that many academics are simply nervous about stepping into the unknown world of business ... [continue reading >>>](#)

### ***Advice from 10 entrepreneurs on valuation for your early-stage startup***

VentureBeat recently asked 10 young entrepreneurs their best tips for calculating a valuation, "an incredibly attractive number that intimidates competition and attracts potential investors," for an early-stage company...[continue reading >>>](#)

### ***Midwestern universities investing in Entrepreneurs in Residence***

Many universities are hiring experienced CEOs as Entrepreneurs in Residence (EIRs) to mentor faculty and students who are aspiring to start their own university-based companies. In schools across the Midwest -- Iowa State University (ISU), the University of Nebraska-Lincoln (UNL), the University of Missouri-Kansas City (UMKC), for example -- new EIR programs have begun developing in ways that vary between the universities ... [continue reading >>>](#)

### ***U of Utah creates tech transfer fund through "venture philanthropy"***

The University of Utah is seeking funds for the commercialization of its research and technology using a new philanthropy-based approach. The Gateway Crimson Innovation Fund, as it is called, will help push the medical devices and treatments, energy technologies, and software developed by the university's researchers into the marketplace. The goal is to reach \$2 million for the fund's first year ... [continue reading >>>](#)

### ***U of Iowa Research Foundation creates its own fund to prep researchers for the business world***

The University of Iowa Research Foundation recently created the 2012 ICE Commercialization Gap Fund, a \$1 million fund to help academics turn their inventions into products, companies and jobs. As UI microbiology professor Gail Bishop puts it, the fund will help researchers avoid the frustrating “valley of death,” where an invention is highly promising but without funding remains undeveloped and unlicensed ... [continue reading >>>](#)

### ***First peek at AUTM's FY2011 licensing activity survey reveals strength despite economic woes***

AUTM released highlights from its comprehensive *AUTM Licensing Activity Survey Summary: FY2011*, which will be published later this year. The U.S. highlights reveal that, despite continuing difficult economic conditions, university and research institute licensing and start-up activity remained strong. The number of start-ups formed increased 3% over the previous year, and the number of start-ups remaining operational increased 7%. The University of California System had 48 start-ups in 2011, followed by the University of Illinois Chicago/Urbana, with 21 ... [continue reading >>>](#)

### ***Drexel University incubator takes student start-ups under its wing***

Earlier this year, the business incubator at Drexel University underwent a seemingly minor change: the Balada Center for Entrepreneurship, as it was called, became the Balada Institute for Entrepreneurship ... [continue reading >>>](#)

### ***U-Minn nurtures early-stage start-ups with Internal Business Units***

Some technologies show promise but just aren't ready to go out into the real world quite yet. For these tender young projects, nurturing them in-house for a while may be better than pushing them out the door and hoping they survive -- a strategy that the University of Minnesota TTO has taken to heart ... [continue reading >>>](#)

### ***A surprising top 10 list of schools for budding entrepreneurs***

A recent Huffington Post article on the top 10 universities for budding entrepreneurs -- as ranked by unigo.com, a social media college review site -- may surprise readers, considering the more obvious schools like MIT and Stanford aren't included ... [continue reading >>>](#)

### ***How to prove your start-up's "traction" to investors***

Veteran startup mentor Martin Zwilling recently posted his “10 keys to startup traction that investors look for.” To Zwilling, traction means progress, and getting funds for your start-up will be difficult if you can't prove its progress to investors. Here's his advice for how to gain and show traction in your search for funding ... [continue reading >>>](#)

### ***U Michigan alumni launch fund to connect local start-ups with Silicon Valley funding***

A group of University of Michigan alumni has created the Michigan eLab, a new venture capital fund designed to connect UM tech start-ups with Silicon Valley cash and resources ... [continue reading >>>](#)

### ***What to look for in a start-up mentor***

The rise of accelerators/incubators/university-led new business formation has brought with it a rapid increase in the need for/and the use of mentorships from experienced entrepreneurs working with young start-ups. According to some who've work in these hotbeds of innovation, not every good entrepreneur makes for a good mentor ... [continue reading >>>](#)

### ***"Inventor's Handbook" a dual-purpose vehicle***

It may not be called “Everything you wanted to know about tech transfer but were afraid to ask,” but Harvard University's “Faculty Guide to IP and Technology Development” covers the basics and then some for researchers who are unfamiliar with the commercialization process ... [continue reading >>>](#)

### ***NCET2 launches new crowdfunding platform for university research***

The crowdfunding craze is continuing to make its way into the university research arena, with the latest entrant the National Council of Entrepreneurial Tech Transfer (NCET2). The organization has just launched a beta version of its crowdfunding platform at <http://uStartups.com>. The new funding platforms goal is to enable promising university science and engineering projects to continue when other funding sources have dried up ... [continue reading >>>](#)

### ***Innovative model uses pre-arranged licensing deal that kicks in as proof-of-concept achieved***

Atlas Venture, an early-stage development group formed 18 months ago, has inked a new deal based on its innovative funding model, investing \$8 million to help commercialize a new anesthetic developed at Massachusetts General Hospital. Joining Atlas Venture are the Partners Innovation Fund and new strategic investor The Medicines Company. Together the three parties will put up at least \$11 million to advance the anesthetic work of Dr. Douglas Raines of Mass General ... [continue reading >>>](#)

### ***VC argues that domain-focused TTOs would get better results***

Most university-based TTOs are a one-stop shop for faculty or student inventors of every stripe, and they are charged with doing their best to commercialize any type of innovation that comes through the door. However, would more of these inventions successfully make it to market if they came through TTOs that deal exclusively with IP in the relevant discipline or industry? ... [continue reading >>>](#)

### ***University-VC partnerships open new roads for start-ups***

A growing number of technology transfer offices are attempting to ease the path to early-stage funding by creating formal partnerships with local or regional organizations representing VCs and other investors. These partnerships are getting

more attention because they address one of the paramount needs of any tech transfer program -- overcoming the Valley of Death by providing a more direct link to what has become a shallower pool of investor dollars ... [continue reading >>>](#)

### ***Bradley U introduces first-of-its-kind entrepreneurship center, open to all disciplines***

The Turner School of Entrepreneurship & Innovation at Bradley University is the first academic center of its kind in the nation that welcomes students from all disciplines, rather than only those studying business or engineering ... [continue reading >>>](#)

### ***Entrepreneur prefers “pyramid pitch” over elevator pitch***

In his article for *VentureBeat*, entrepreneur Dan Shapiro examines the mythical elevator pitch -- that chance encounter with a powerful investor where you have one shot to get your company's foot in the door. Shapiro argues that the go-getting entrepreneur's life is full of brief opportunities -- be it in an elevator ride with a major player, or at a university-sponsored event. In the author's eyes, “a proper pitch is essential to take advantage of them” ... [continue reading >>>](#)

### ***Make sure investors see you as a “fundable” entrepreneur***

Martin Zwilling of *Startup Professionals* recently posted an article on a common problem with funding pitches: the founder just doesn't come across as “fundable,” but rather gives an impression “as a high risk investment.” He offers 5 rules of thumb that, if followed, will convey to investors that you are a viable/experienced entrepreneur ... [continue reading >>>](#)

### ***U.S. News ranks top universities for young entrepreneurs***

*The Huffington Post* recently published a relatively obscure “top ten” list of universities with entrepreneurship programs as ranked by social media college review site unigo.com (see previous eNews item [here](#).) The list included some surprises, including the University of Miami; the University of Oklahoma; and Tennessee's Baylor University. Now U.S. News has posted its own top-ranked schools, which also features student feedback for extra depth ... [continue reading >>>](#)

### ***Investors at start-up conference cite common elements of strong pitches***

Recently at the Great Plains Capital Conference in Wichita, Kansas, start-ups from the region delivered pitches to local investors, who picked up on a few common themes that could serve as a mini-blueprint for gaining positive attention -- and funding ... [continue reading >>>](#)

### ***Canada's research centers enter new commercialization partnerships for medical innovations***

Federally funded research centers in Canada have entered two new collaborations recently designed to get more medical innovations to the marketplace. This month, leading medical diagnostic center CML HealthCare Inc. (CML) partnered with MaRS Innovation (MI), an Ontario-based, government-sponsored commercialization center. The two organizations aim to work together to deliver novel, transformative diagnostic technologies to Canadians ... [continue reading >>>](#)

### ***\$500,000 “Dorm Room Fund” lets students pick which start-ups to back***

First Round Capital, a seed-stage venture firm, has launched an experimental new fund focused entirely on college campuses. Based in Philadelphia but slated to expand to other states if successful, the \$500,000 Dorm Room Fund is unique because once it is set up, the students themselves will choose which start-ups get funded...[continue reading >>>](#)

### ***Ohio State gets patent rights to anticancer agent extracted from tropical tree***

An agreement between Ohio State University and Sarawak Biodiversity Centre (SBC) in Malaysia is set to commercialize a promising anticancer agent extracted from a tropical tree that grows on the island of Borneo. Under the new partnership, partly brokered by Ohio ... [continue reading >>>](#)

### ***Is a prototype necessary to raise seed-stage funding? Investor says ‘no’***

Writing on the popular blog *TechCrunch*, Mike Hirshland, founder of seed-stage venture capital firm Resolute.VC, questions the conventional wisdom that start-ups seeking early-stage funding must have a prototype built before having any hope of landing investors. Just five or 10 years ago, he points out, “the very definition of a seed investment was investing before any product had been built or prototyped. Since then, the ability to build a start-up on far less capital has made seed investing less risky. But, oddly, seed investors have become more risk averse.” ... [continue reading >>>](#)

### ***Oxford spinoff licenses webcam software that tells vital signs without touch***

Oxford University spinoff OxeHealth is developing software to detect a patient's vital signs without the need for any physical contact or additional hardware. The software has been validated in clinical trials with patients in the Oxford Kidney Unit, and tech firm IP Group has agreed to provide OxeHealth with up to \$800,000 in funding to take the software to market ... [continue reading >>>](#)

### ***10 simple rules for taking your research successfully to the market***

Anthony C. Fletcher, a consultant for aspiring tech companies, and Philip E. Bourne from the University of California's Department of Pharmacology have published an article in the open access online journal *PLoS Computational Biology* spelling out “10 simple rules” for taking scientific research to market. A shortened version ... [continue reading >>>](#)

### ***U Nebraska takes big leap in TTO rankings with \$13M revenue increase***

The University of Nebraska has jumped in its ranking by the Association of University Technology Managers and now places 20th out of 157 schools. That puts NU ahead of some big-time institutions -- Michigan, Johns Hopkins and Harvard, to name a few ... [continue reading >>>](#)

**North Dakota State start-up uses agricultural “waste” products to create cheaper, more sustainable plastics**

University spinout c2renew has signed a license agreement with the North Dakota State University Research Foundation (NDSU/RF) to commercialize a novel method discovered by the start-up’s founder for creating performance-driven biocomposite materials ... [continue reading >>>](#)

**U Michigan launches MCubed, its novel interdisciplinary research fund**

The University of Michigan has launched the novel two-year, \$15 million research fund, dubbed MCubed, that offers \$20,000 to each researcher involved in any research project with at least two other collaborators in different disciplines ... [continue reading >>>](#)

**Global diagnostics company acquires U Michigan start-up to expand genome database**

In other news from the U-M campus, Life Technologies Corp., a global diagnostics company based in California, has acquired the University of Michigan-formed start-up Compendia Bioscience. Life Technologies aims to build on OncoPrint, a cancer genomics research database developed by U-M scientists to help pharmaceutical companies develop new cancer treatments ... [continue reading >>>](#)

**Start-up in joint venture with Duke U aims to send specialized mobile health messages**

Combining another company’s mobile health technology with a Duke University behavioral health platform, a start-up aims to tap into the growing market for mobile health communication. The company, Improved Patient Outcomes Inc., was recently formed as a joint venture that will help pharmaceutical companies, providers, payers, and pharmacies send patients specialized messages about disease states according to the patients’ own condition and information needs ... [continue reading >>>](#)

**Entrepreneur proposes “convertible equity security” for start-up funding**

Seasoned entrepreneurs agree that if you need to raise start-up funding quickly, using a convertible note structure is a common practice – but there may be a better alternative. Neil Kane used a convertible note from familiar investors to partially fund his last company, Advanced Diamond Technologies. Here’s how it typically works ... [continue reading >>>](#)

**10 rules for crafting a short, simple, effective business plan**

“Keep it simple.” Start-up founders and managers are likely to hear these three words in almost every piece of advice given by investors. To Martin Zwilling of the blog *Startup Professionals*, they apply especially to your business plan. “Don’t confuse your business plan with a doctoral thesis,” he urges, “or the back of a napkin.” This means keeping it short, straightforward and easy to read, all without confusing simple wording with simple thinking. Here are Zwilling’s 10 guidelines to a simple yet effective business plan ... [continue reading >>>](#)

**TTOs find cloud-based MIS solutions alluring, but beware of pitfalls**

While the vast majority of TTOs still rely on management information systems (MIS) that they basically own and maintain themselves through perpetual licensing arrangements, there is strong evidence that this will not be the case for long. Kirkland, WA-based Inteum, the vendor of MIS software with the largest market penetration among TTOs, points to a very strong trend away from this traditional licensing arrangement in favor of software-as-a-service (SaaS), a pay-as-you-go approach where data is maintained and managed on the web by the vendor ... [continue reading >>>](#)

**Two U Buffalo research teams funded by SUNY accelerator fund**

The State University of New York (SUNY) Technology Accelerator Fund (TAF) has recently announced it will be funding two research teams from the University of Buffalo (UB) to develop a novel design for windows that will reduce energy costs ... [continue reading >>>](#)

**AUTM survey charts the rise of student inventions**

The commercialization of university research has traditionally centered on faculty inventors. More recently, there has been a growing acceptance and encouragement of students taking their ideas to market. A new survey released last week by AUTM documents this shift and offers interesting data on student commercialization activity. Here are some highlights from the survey results, based on responses from 90 universities across the country ... [continue reading >>>](#)

**Life sciences CEO takes aim at negative culture between industry and academia**

Dr. John Lechleiter, CEO of Indianapolis-based Eli Lilly and Company, has a unique vision to make Indiana one of the top life sciences locales in the country. His theory? Change the culture itself, so that everyone from academia, pharma companies, and state legislators collaborate on developing a strong community for research and development ... [continue reading >>>](#)

**Student-run consulting group offers more than traditional interns for Washington U’s OTM**

The Office of Technology Management (OTM) at Washington University in St. Louis is in the second year of an ongoing partnership with a consulting firm to assess market opportunities for a portfolio of technologies, but this collaboration has a major twist. The Biotechnology and Life Science Advising (BALSA) Group is an independent nonprofit consulting group completely run and staffed by volunteer graduate students and post-doctoral fellows. And OTM leaders say the continuity and breadth of expertise they access through the student-run consulting organization represents a big improvement over more traditional student intern arrangements ... [continue reading >>>](#)

### ***UC-Riverside licenses nanocrystal technology to leading materials company***

The Idea Zoo, Inc., a leading developer of advanced materials, has licensed nanotechnology research from the University of California at Riverside (UCR). Developed in the lab of Yadong Yin, an associate professor of chemistry at UCR, the superparamagnetic colloidal nanocrystal (CNC) technology can be applied to a number of industries, from security systems to color-changing products ... [continue reading >>>](#)

### ***Entrepreneurs share key lessons learned in start-up accelerator***

With start-up accelerators popping up at universities/research centers across the country, many budding entrepreneurs still have questions about these programs. Are they worth it? What do you really walk away with at the end of these intensive and highly competitive programs? Graduates of the Triangle Startup Factory, a 3-month accelerator in Durham, NC, have offered some bits of wisdom they gleaned while attending this particular “*entrepreneurship bootcamp*” ... [continue reading >>>](#)

### ***FAU Research Park joins national high-speed data sharing network***

Florida Atlantic University's Research Park has joined Florida LambdaRail, a fiberoptic network that connects 12 in-state universities for high-speed data exchange. FAU researchers will now be able to collaborate more freely with other university faculty, not only in Florida but across the world, as LambdaRail is connected to other networks like Internet2 that link universities in the U.S. and abroad ... [continue reading >>>](#)

### ***Start-up is launching software for faster, less costly DNA cloning developed at LBNL***

Start-up TeselaGen Biotechnology is launching a cloud-based, automated DNA cloning software that reduces the time and cost of strand synthesis. TeselaGen acquired the technology known as j5 from Lawrence Berkeley National Laboratory and is currently testing the new commercial version with a number of industrial and pharmaceutical companies. The software is slated for release by early 2013, with a free version available for academic and non-commercial users ... [continue reading >>>](#)

### ***'Sonic flashlight' moving toward market reflects Pitt's increasing focus on tech transfer***

A biomedical engineer at the University of Pittsburgh is developing a tool that offers surgeons a real-time, practically direct view through a patient's skin when giving injections. The device would prevent fatal surgical errors -- hitting the wrong artery, sometimes causing strokes -- while remaining simple to use. But to inventor George Stetten, this medical breakthrough is “just a silly little idea I had one day” ... [continue reading >>>](#)

### ***Veteran tech investor Bob Ackerman on how to nail a VC pitch***

Seasoned tech CEO and investor Bob Ackerman posted an article for VentureBeat on how entrepreneurs can nail a VC pitch. For starters, even if you're sitting on the “next big thing,” no entrepreneur will convince investors of a product's viability without preparing for the funding process itself. This means selling VCs your own market knowledge, management ability, adaptability, flexibility. “Having built two companies,” “invested in dozens, reviewed thousands of potential investments, and succeeded and failed, here's my advice for entrepreneurs” ... [continue reading >>>](#)

### ***What skills does it take to make a great tech transfer professional?***

Tech transfer veteran Dean Stell, writing on his blog *Technology Commercialization*, recently posted his thoughts on what skills are needed to succeed as a tech transfer professional – something often not reflected in TTO job descriptions. “Have you ever read a job description for a position in a technology commercialization office (TCO)?” he asks. “The job descriptions aren't very informative.” Stell goes on to list a series of specific tasks he feels are critical to every TCO, and thus critical for TTO staff to have the skill set to handle effectively. They include the following ... [continue reading >>>](#)

### ***How the America Invents Act will impact you, put simply***

The United States Patent and Trademark Office (USPTO) has already posted a series of memos to explain the various changes to U.S. patent law brought on by the America Invents Act, but many remain confused about the AIA's impact ... [continue reading >>>](#)

### ***Allied Minds strikes deal with DoD labs to bring research to market***

Allied Minds, a major investor focused on university-based and other early-stage technologies, has struck an agreement with U.S. Department of Defense labs to foster more public-private collaboration, hoping to spur economic growth by commercializing more DoD research ... [continue reading >>>](#)

### ***Board observers should be seen but not heard***

Writing on his blog *Both Sides of the Table*, former entrepreneur turned venture capitalist Mark Suster tackles the topic of board observer rights, noting, “it has always surprised me that founders were so quick to fight over how many board members there were/so quick to agree to have as many board observers as people wanted.” Suster has admits to a long-held disdain for board observers, but notes that more recently his opposition has softened ... [continue reading >>>](#)

### ***Latest Myriad ruling allows patent rights for isolated DNA, stirs further controversy***

A U.S. federal appeals court has upheld the gene-based patents of biotech company Myriad Genetics Inc. in the latest twist on this critical case, a ruling that was hailed by the biotech industry, slammed by patient rights advocates. The case had been returned to the lower court by the U.S. Supreme Court in light of its related ruling in the *Prometheus* case, in which the justices unanimously ruled that companies could not patent observations about ... [continue reading >>>](#)

***Stanford student founds start-up accelerator, shares lessons learned***

At 21 years old, Stanford undergrad Diva Nag is founder/CEO of a healthcare-focused accelerator track called StartX Med. The 6-month program provides select students/faculty with mentorship/networking tools for their start-ups... [continue reading >>>](#)

***Johns Hopkins undergrads invent hand-held tool to make suturing more safe***

Undergraduates at Johns Hopkins have developed a disposable suturing tool that guides the application of stitches while protecting vital organs from accidental injury ... [continue reading >>>](#)

***ITC a potentially useful option to address patent infringement***

University technology transfer offices concerned about foreign entities infringing on their patents have an avenue for redress that many of them simply aren't aware of. In addition to -- or instead of -- bringing suit in federal district court, TTOs can prosecute a case before the International Trade Commission with the goal of stopping the infringing good from entering the U.S. market, in most cases, obtaining damages from the infringing party ... [continue reading >>>](#)

***MD discusses the biggest innovation gaps in the medical device world***

David Shaywitz, MD, expresses concern over what he sees are two major issues in the medical device world: the translational gap in medical science, the translational gap in digital health... [continue reading >>>](#)

***Ontario Brain Institute program looks to open path to commercialization***

Citing a poor record of research commercialization throughout Canada, the Ontario Brain Institute in Ontario is launching a program of support for budding scientist-entrepreneurs that will be a model for other efforts ... [continue reading >>>](#)

***Popular note-sharing app makes it to prestigious accelerator in Boston***

The University of Michigan-based start-up Fetchnotes is one of 13 aspiring companies from around the world to be accepted into TechStars, a three-month accelerator program in Boston ... [continue reading >>>](#)

***U Michigan launches accelerator to take drug discoveries to market***

In other news from the University of Michigan, the school has launched a new Center for the Discovery of New Medicines (CDNM) to help take research to market. "Our goal is to really speed up drug discovery at the university," says the CDNM's director Rick Neubig. "There's a tremendous interest in that here" ... [continue reading >>>](#)

***U Cambridge teams with GlaxoSmithKline to develop liver illness therapeutics***

The University of Cambridge has partnered with global pharmaceutical firm GlaxoSmithKline (GSK) to develop a treatment for a life-threatening liver disease that develops in patients with A1AT deficiency ... [continue reading >>>](#)

***NC State signs \$10M partnership deal with Eastman Chemical***

North Carolina State University has signed an agreement with Eastman Chemical Company to collaborate on research projects in chemistry, materials science and a number of other fields. Eastman will provide \$10 million over six years and establish a new lab, the Eastman Innovation Center (EIC), on NC State's renowned, research-centered Centennial Campus. At EIC, scientists from Eastman will work with NC State researchers to develop commercially viable innovations that Eastman could eventually take to market ... [continue reading >>>](#)

***USPTO Connects Innovators to Key Patent and Trademark Resources***

The U.S. Patent and Trademark Office is becoming more transparent, providing anyone who cares to see it with a online, searchable look at the manuals its examiners use to make patent and trademark decisions. The Manual of Patent Examining Procedure (MPEP) and Trademark Manual of Examining Procedure (TMEP) search tools are now available ... [continue reading >>>](#)

***Shift in federal policy on conflict-of-interest requires more extensive disclosure***

The U.S. Public Health Service has shifted its policy on conflict of interest issues, obliging university researchers to disclose more about their activities. Previous PHS policy dictated that faculty members only had to disclose financial interests through self-assessment. Under the new changes, the definition of "financial interest" has been broadened to the point where researchers must disclose all areas of expertise and professional responsibilities, even if they don't directly relate to a current project ... [continue reading >>>](#)

***J&J veers from late-stage buyouts to set up university tech transfer centers***

Pharma giant Johnson & Johnson is veering from its usual method of buying out smaller late-stage drug companies, instead establishing local business teams in four of the world's most vibrant biotech communities... [continue reading >>>](#)

***Nonprofit drug developer opens 9,000 compounds to university researchers***

Nonprofit tech transfer company and drug developer MRC Technology (MRCT) has announced it will provide universities with access to 9,000 of its 150,000 small compound molecules for research. The open access program aims partly to reduce academic spending on similar, less accessible libraries ... [continue reading >>>](#)

***Japanese research team develops small, lightweight fuel cell to power mobile devices***

A Japanese research collaboration between Kyoto University, Rohm Co., and Aquafairy Corp. has produced a new, portable hydrogen fuel cell for mobile devices ... [continue reading >>>](#)

### ***U Alabama student triage teams perform initial technology screens***

The Office for Technology Transfer at the University of Alabama (UA) in Tuscaloosa is a small two-person operation consisting of director Richard P. Swatloski, PhD, CLP, and an administrative assistant. So the university had to get creative to find a way to assess the patentability of invention disclosures. The solution -- developed six years ago by Dan Daly, PhD, director of Alabama Innovation and Mentoring of Entrepreneurs (AIME), UA's network of business incubation services -- came in the form of student triage teams, which not only help the OTT manage ... [continue reading >>>](#)

### ***Vanderbilt U teams with pharma company to take novel Parkinson's treatments to market***

Vanderbilt University and Bristol-Myers Squibb Company are collaborating to discover, develop and commercialize new treatments for Parkinson's disease. Under a new agreement, officials at the Vanderbilt Center for Neuroscience Drug Discovery (VCNDD) will select drug candidates from the center's existing program, which receives significant support from the Michael J. Fox Foundation for Parkinson's Research. Bristol-Myers Squibb will, in turn, have the right to take Vanderbilt's discoveries to market ... [continue reading >>>](#)

### ***West Health Institute snags first licensing deal for wireless fetal monitor***

The West Health Institute, an independent research center in La Jolla, CA, has made its first licensing deal to commercialize a wireless fetal monitor for high-risk pregnancies that require frequent, often expensive check-ups ... [continue reading >>>](#)

### ***In a first, NYC campus gets its own USPTO staffer to aid research commercialization***

A new technology graduate school aimed at smoothing the path between research and entrepreneurship can boast a new distinction: the country's first on-campus patent officer, officials announced Tuesday. A U.S. Patent and Trademark Office staffer already is on site at Cornell NYC Tech's temporary digs in Google's Manhattan office, where the school is set to enroll its first class next year ... [continue reading >>>](#)

### ***South Africa's Stellenbosch U offers companies free access to its IP***

Stellenbosch University in South Africa is now offering companies free access to its intellectual property vault. The new "Instant Access" program stems from the fact that, while South Africa's research output has increased greatly over the past decade, its patent numbers have been poor. According to Anita Nel, CEO of Stellenbosch's tech transfer company InnovUS about 95% of our income is derived from less than 5% of the technologies on our books...[continue reading >>>](#)

### ***Math formula shines light on advantages of equity agreements***

Can a simple statement of mathematics determine whether it is best for a TTO to enter into an equity agreement or a royalty agreement for specific IP? Perhaps not entirely, but John Malato, a licensing intern at a major research institution, has come up with a formula he believes will offer TTOs valuable guidance when considering such decisions ... [continue reading >>>](#)

### ***South African TTO director argues for separation of academic start-ups from university setting***

In 2008, the South African government passed the Intellectual Property Rights From Publicly Financed Research Act, which aims to increase patent commercialization by making every university in the country report its research developments to a technology transfer office. But to Aart Boessenkool, director of the University of Johannesburg (UJ) tech transfer office, private business and academia require a certain distance to succeed ... [continue reading >>>](#)

### ***Resignations at Texas cancer center illustrate conflict between science, commercialization***

At least seven scientists from a \$3 billion cancer-fighting program in Texas have resigned, claiming the institute has taken a "politically driven" path that puts commercialization potential/market interests before science ... [continue reading >>>](#)

### ***Raptor Pharma licenses compound from Seattle Children's to fight fibrosis***

Raptor Pharmaceutical Company has acquired exclusive worldwide rights to research from the Children's Research Institute for the treatment of tissue fibrosis. The deal is focused on the compound cysteamine, will enable Raptor to further develop the compound to treat fibrosis-related illnesses, chronic kidney disease ... [continue reading >>>](#)

### ***8 common flaws in a pitch to investors and how to fix them***

In a post on his blog Startup Professionals, consultant Martin Zwilling offers this list of all-too-common mistakes made when pitching investors for start-up funding, along with his advice for avoiding them ... [continue reading >>>](#)

### ***Report finds significant return on U.S. government investment in early research***

A report conducted earlier this year finds that government funding that ultimately leads to private start-ups has a massive impact on the economy over the long term. The National Research Council (NRC) examined 30 well-known tech companies that received initial funding from the government and determined the portion of revenue that could be traced back to the early government-sponsored research. The total was nearly \$500 billion a year ... [continue reading >>>](#)

### ***Canadian study finds tangible return on government investment in research***

Across the border to the north, The Centre for Commercialization of Research (CCR), a Canadian start-up accelerator, has released a report demonstrating a \$3.26 return for each dollar the Canadian government has invested in the center ... [continue reading >>>](#)

### ***Sandia Nat'l Labs slices patent costs to boost lagging tech transfer***

In a similar move to Stellenbosch's, Sandia National Laboratories in New Mexico is making more of its patents available and reducing the cost of licensing, hoping that more of its technologies will make it to the market... [continue reading >>>](#)

### ***PNNL's "redox flow" battery comes out of the cobwebs, snags license deal***

Washington state tech company UniEnergy Technologies LLC signed an agreement with global R&D firm Battelle to take a promising renewable battery to market that could provide greater stability to the energy grid ... [continue reading >>>](#)

### ***Investor in software companies says keep your initial pitch to a paragraph***

Brad Feld, an investor in software and internet companies across the U.S., recently wrote an article for *VentureBeat* on the importance of being brief and concise when pitching your start-up to investors ... [continue reading >>>](#)

### ***Study finds orphan drug market value will someday "outshine" non-orphan***

A recent study by Thomson Reuters concludes that orphan drugs -- that is, drugs for rare illnesses -- have the same commercial potential as treatments used for more common health conditions ... [continue reading >>>](#)

### ***U Indiana receives \$3M Army grant for nasal spray that stops suicidal thoughts among soldiers***

The Army has delivered a \$3 million grant to researchers at the University of Indiana's School of Medicine to develop a treatment for American soldiers with suicidal thoughts -- in the form of a nasal spray ... [continue reading >>>](#)

### ***Study argues that funding cuts to federal labs put the private sector at risk***

The Bay Area Council Economic Institute recently published a study finding that federal labs have been and continue to be sources of innovation for private industry. The report concludes that by making substantial funding cuts to any of the labs in the Bay Area region at least, the government would be taking a risk for the private sector as well. This could include "increased transaction costs for new private sector partners who engage with the labs; limits to the range of experimentation by the labs with new services and business models; and loss in diversity of skill sets (basic science, applied research, engineering) for collaboration on big and complex problems" ... [continue reading >>>](#)

### ***Canadian researcher brings unique ligands to medical science market***

At Dalhousie University in Halifax, chemist Mark Stradiotto and his research team are developing novel ligands, or molecules that bind to metals to form complex compounds, for the advancement of medical science. But Stradiotto's innovation stretches beyond technology to include business as well ... [continue reading >>>](#)

### ***Comings and Goings***

After more than a decade in office, **David Allen** is resigning as the University of Colorado's associate vice president for technology transfer. Allen is leaving to take a new position as executive director at Tech Launch Arizona, a start-up accelerator run by the University of Arizona ... [continue reading >>>](#)

### ***Comings and Goings***

The University of Colorado has named Tom Smerdon the new associate vice president for technology transfer. Since 2005, Smerdon has worked in the CU tech transfer office with a special focus on developing CU-based start-ups. In his new position, he will be responsible for IP and tech licensing across all CU campuses... [continue reading >>>](#)

### ***Comings and Goings***

**Mark Coticchia**, an internationally recognized expert in the field of technology-based economic development, technology management, commercialization, and venture development, has joined Henry Ford Health System as Vice President and Chief Innovation Officer, according to a news release sent to eNews. Coticchia will try to add his record of tech transfer accomplishment at Case Western Reserve ... [continue reading >>>](#)

### ***New SEC guidelines create roadblocks to crowdfunding***

A recent meeting between members of the U.S. Securities and Exchange Commission (SEC) has left many in the start-up community disappointed, as new rules were proposed that would make it more difficult for entrepreneurs to garner support through crowdfunding by limiting participation to "accredited" investors ... [continue reading >>>](#)

### ***New Maryland tenure policy part of statewide push to promote commercialization***

While most university systems continue to resist formal recognition of commercialization activities when evaluating faculty for tenure, the University System of Maryland has emerged as a leader in that state's broad effort to promote economic development through academic research ... [continue reading >>>](#)

### ***Wright State partnerships aim to boost commercialization efforts***

Wright State University in Fairborn, Ohio, is focusing on partnerships with local entrepreneurs/businesses to boost its commercialization activity. The effort is part of a recent statewide initiative to boost Ohio's economy by launching new innovations, products/companies out of the \$2 billion invested in Ohio university research ... [continue reading >>>](#)

### ***U Illinois researchers develop "smart sutures" to detect and treat infections***

Researchers at the University of Illinois at Urbana-Champaign are developing sutures that can monitor wounds and speed up healing. The technology consists of ultrathin silicon sensors that can be integrated on polymer or silk strips.

During animal testing, the researchers were able to lace them through skin, pull them taught and tie them without degrading the devices ... [continue reading >>>](#)

### ***New partnerships bring seed funds to Arizona incubator***

The Arizona Commerce Authority (ACA) and life science nonprofit BioAccel have announced their partnership with AZ Furnace, Arizona's first competitive, statewide start-up accelerator ... [continue reading >>>](#)

### ***USPTO's narrow interpretation of prior art could make grace period exceptions "all but non-existent"***

According to one law firm's analysis, the U.S. Patent & Trademark Office's guidelines for implementing the America Invents Act would effectively erase the one-year grace period for publications that universities fought for and thought they had won ... [continue reading >>>](#)

### ***Respond quickly and positively when your TTO gets skewered by media***

The old adage that "any press is good press" may not necessarily be true -- especially when you want your university to have a positive image that will help you attract top researchers, students and investors. Unfortunately, however, receiving negative press coverage at some point is almost inevitable, and it seems to come in waves. For tech transfer officials, lately it's often come in the form of data indicating that one school is underperforming when compared with others in licensing income, or ... [continue reading >>>](#)

### ***Experts share keys to IP marketing on a tight budget***

With budgets growing ever tighter -- but with no lowering of expectations -- approaches to IP marketing that make little or no dent in the wallet are ever more valued by TTO executives. Fortunately, there are still many such options available, as evidenced in the recent webinar "Low and No-Cost Solutions for Marketing University Innovations". During the hour-long presentation, four experts shared their cost-efficient strategies in several key areas ... [continue reading >>>](#)

### ***Canadian experts share marketing tips for start-ups***

Mike Abasov of Marketing Before Funding recently asked a group of top Canadian start-up founders what the most important marketing considerations were for their fledgling businesses. Here is what they said ... [continue reading >>>](#)

### ***New directory showcases UVA research products***

The University of Virginia has introduced an online portal that compiles and showcases more than 70 products based on discoveries or research that originated at UVA. The website, [www.innovation.virginia.edu/impact/products](http://www.innovation.virginia.edu/impact/products), features details on the development and commercialization process for business, consumer, computer-related, medical and therapeutic products. About 40 of the products are available on the market ... [continue reading >>>](#)

### ***UCF promotes online votes to help spinoff***

Social media is used in all kinds of ways to help market university technologies, but here's one we hadn't seen before: promoting online voting to help a start-up win a business plan competition. The University of Central Florida (UCF) has just done that for the Mesdi team, a UCF clean energy start-up company, to help it compete in the online voting portion of the Department of Energy National Clean Energy Business Plan Competition. And while the team did not win the competition, the UCF Office of Technology Transfer says it has learned some valuable lessons ... [continue reading >>>](#)

### ***Try these tips for successful demand generation***

"Demand Generation is critical to every company bottom line, and is often managed through various groups within your company," notes Rob Krekstein, a senior director of Global Inside Sales at SAP, a marketing firm. He offers the following tips to help you create and manage a "Best in Class" demand generation program ... [continue reading >>>](#)

### ***IP marketing doesn't have to break the bank***

Marketing doesn't have to be expensive, asserts Ramon Ray, who heads Smallbiztechnology.com, a media company which provides information on how to strategically use technology as a tool to grow a business. "A dear friend of mine used to say, "Wherever money lacks, brains must compensate," notes Ray. He has highlighted some 'great tips' "that could get you ahead on marketing your [technologies] without having to pull out the checkbook" ... [continue reading >>>](#)

### ***When do you need a video marketing professional?***

When do you need a pro to help with your marketing videos? Rick Dearborn, president of MarketComm, LLC, says there are four points to consider that will help you make the right decision ... [continue reading >>>](#)

### ***Subject line optimization helps drive e-mail success***

Subject lines are often overlooked, but new research from marketing firm Adestra indicates that subject line length and specific words and phrases can make or break your e-mail marketing campaign. Adestra has analyzed nearly one billion e-mails to establish what works for four key sectors, as well as B2B vs. B2C. "It's only one aspect of your e-mail marketing arsenal, but when approached in the correct way subject line optimization can prove to be an effective, and quick, tactical winner to help drive response rates," says report author Parry Malm, account director at Adestra. Here are the key findings of the report in the sectors studied ... [continue reading >>>](#)

### ***How to create an interesting blog in a "boring" industry***

Several members of The Young Entrepreneur Council were asked to share their tips for creating really interesting company blogs -- even in their "boring" industries. Here are some of their suggestions ... [continue reading >>>](#)

### ***Develop calls to action that yield conversion rates***

“Along with subject lines, content, and design, calls-to-action are among the most important elements of your e-mail marketing campaign that contacts in your sales lead database and customer directory actually see and deal with,” says Margaret Spencer, who works as a marketing analyst and data profiling specialist with ContactDB. “Calls-to-action are so essential that your e-mails simply can’t live without them. They tend to greatly influence conversion rates, which are perhaps the most vital metric in your campaign.” The following tips, says Spencer, can help you get the job done when it comes to calls-to-action ... [continue reading >>>](#)

### ***Clemson magazine gives “Glimpse” into new research***

When Gerald Sonnenfeld, PhD, assumed his position of Vice President for Research at Clemson University, he realized that one of the marketing tools he had employed successfully at another university was not in place; a regular magazine that kept the community informed about research activity ... [continue reading >>>](#)

### ***Get more out of your trade show investments***

“A trade show is effective when it’s used to share knowledge and receive unexpected knowledge that helps your business,” says Stacey Rudolph, a regular contributor to Business 2 Community. She offers the following tips to organize trade shows to do just that ... [continue reading >>>](#)

### ***Use these tips to improve website search rankings***

“If smaller businesses are looking for budget-friendly ways to maximize their chances of being found through search and attracting more traffic to their website, there are a few SEO-related tactics they can employ themselves with their website to help with that,” says Jeff Quipp, founder and CEO of Search Engine People.... [continue reading >>>](#)

### ***More tips for creating interesting blog content in a “boring” industry***

In our last issue, we shared tips from The Young Entrepreneur Council for creating interesting blogs content, even in industries that might be viewed as “boring.” They included taking readers behind the scenes; going ‘pop culture;’ winning with video; stocking up on case studies; showcasing your clients; and becoming an industry expert. Here are several additional tips ... [continue reading >>>](#)

### ***Turn Internet marketing into relationship marketing***

“A good relationship with your loyal customers is worth a fortune,” says Laura Briere, a regular contributor to Business 2 Community. “Hence, relationship marketing should be at the heart of your business.” In other words, she recommends, “take the focus away from the dollar signs attached to your products and services, and focus on what’s really going to affect your sales” ... [continue reading >>>](#)

### ***Create an “experience” to set your marketing apart***

“Viral marketing/word-of-mouth are not enough these days to make your product/brand visible in the relentless onslaught of new promotional media,” says a veteran startup mentor, executive, blogger, author, tech professional, and angel investor. “Innovation in marketing is perhaps more important than product innovation.” ... [continue reading >>>](#)

### ***Texas A&M hosts investment showcase***

The Texas A&M University System held its first Investment Showcase on September 13th, featuring the latest discoveries and newest companies using Texas A&M technology and research. The showcase was focused on bringing Texas A&M System companies together with potential investors and partners for commercialization ... [continue reading >>>](#)

### ***Extend your global reach by translating your website***

In today’s interconnected global marketplace, most organizations are missing out on a massive increase in web-based commerce by maintaining their websites in only their own language. Granted there is a significant cost involved in translation, but the revenues associated with making your offerings accessible to the truly “world wide web” may be a compelling equation, according to a senior analyst. She offers the guidance ... [continue reading >>>](#)

### ***Investors “get on the bus” to explore tech transfer opportunities***

The growing partnership between tech transfer and economic development was clearly evident recently when the Growth Alliance for Greater Evansville (GAGE) coordinated a “Get on the Bus” event. The creative marketing effort brought over 50 community and business leaders, investors, Evansville Mayor Lloyd Winnecke, and University of Southern Indiana President Linda Bennett to the Naval Surface Warfare Center (NSWC), Crane Division, for a day to discuss tech transfer opportunities. GAGE has several ongoing initiatives, one of which specifically targets tech transfer and involves a partnership with Crane ... [continue reading >>>](#)



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