Colloquium: My Research as Commercialization

Hosted By: The IC² Institute

September 17, 2008
Colloquium – My Research as Commercialization

Summary

IC² Institute presents a colloquium to explore research and commercialization at The University of Texas at Austin. UT professors who have commercialized technology will discuss their experiences followed by an opportunity for Q&A. Ted Rappaport will moderate.

PROGRAM
September 17, 2008
Legacy Room, CBA 3.202, McCombs School of Business

10:45 a.m. Nametag pickup

11:00 IC² Institute Welcome, John Sibley Butler, Director

11:15 Ted Rappaport, Moderator

11:30 Presentations – Followed by Q&A
   Ted Rappaport, founder of Wireless Valley Communications Inc. acquired by Motorola in 2005
   John Sibley Butler & Alan Blake, GloFish
   John Ivy, PureSport
   S.V. Sreenivasan, Molecular Imprints, co-inventor S-FIL® technology
   Uri Treisman, Agile Mind, Inc.

12:00 p.m. Lunch – box lunches are available for pick up throughout event

1:30 Adjourn
John Sibley Butler

Host

John Sibley Butler
Director, IC² Institute & Herb Kelleher Center for Entrepreneurship
The University of Texas at Austin

John Sibley Butler holds the Gale Chair in Entrepreneurship and Small Business in the Graduate School of Business (Department of Management). He is the Director of the Herb Kelleher Center for Entrepreneurship and the Director of the Institute for Innovation, Creativity and Capital (IC²). His research is in the areas of organizational behavior and new venture development. He has taught entrepreneurship around the globe, including Mexico and China. John is also a Distinguishing Visiting Professor at Babson College. His work is in organizational science and entrepreneurship. Dr. Butler’s books and monographs include Framework for Research on Leadership, Cohesion, and Values; Entrepreneurship and Self-Help Among Black Americans: A Reconsideration of Race and Economics; All That We Can Be: Black Leadership and Racial Integration the Army Way (with Charles C. Moskos - winner of the Washington Monthly Best Book Award); and Immigrant and Minority Entrepreneurship: The Continuous Rebirth of American Communities (with George Kozmetsky). Professor Butler is in his second appointment, by President George W. Bush, to the J. William Fulbright Foreign Scholarship Board of Directors. This Board oversees the appointment of over 900 scholars to countries around the globe. Dr. Butler is also one of the founding directors of GloFish.

Professor Butler received his undergraduate education from Louisiana State University in Baton Rouge and the Ph.D. from Northwestern University in Evanston, Illinois. He is a decorated Vietnam Veteran.
Ted Rappaport
Professor, Department of Electrical & Computer Engineering
The University of Texas at Austin

Ted Rappaport is the William and Bettye Nowlin Chair in Engineering at the University of Texas at Austin and is the founding director of the Wireless Networking and Communications Group (WNCG) at the university’s Austin campus, a center he founded in 2002. From 1988 to 2002, he was on the electrical and computer engineering faculty of Virginia Tech, where he founded the Mobile and Portable Radio Research Group (MPRG), one of the world’s first university research and teaching centers dedicated to the wireless communications field. Prof. Rappaport has been a pioneer in the fields of radio wave propagation and wireless communication system design. His research has been used by many international wireless standard bodies over the past two decades, and his work has led to the broad acceptance of site-specific radio frequency (RF) propagation modeling for broadband wireless network design and deployment. Dr. Rappaport is one of the most highly cited authors in the wireless field, according to ISI Highly Cited, and has published over 200 technical papers. In 2006, he was elected to serve on the IEEE Board of Governors of the Communications Society (ComSoc). He serves on the editorial boards of several academic and technical journals, is a fellow of the IEEE and is active in the IEEE Communications and Vehicular Technology societies. In 1989, he founded TSR Technologies, Inc., a cellular radio/PCS software radio manufacturer that he sold in 1993. In 1995, he founded Wireless Valley Communications Inc., a pioneering creator of site-specific radio propagation software for network design and management that was acquired by Motorola, Inc. in 2005. As a faculty member, Rappaport has advised approximately 100 students who continue to accomplish great things in the communications and electromagnetics fields throughout industry, academia, and government.
Rappaport received the Marconi Young Scientist Award in 1990, an NSF Presidential Faculty Fellowship in 1992, the Sarnoff Citation from the Radio Club of America in 2000, the Fredrick E. Terman Outstanding Electrical Engineering Faculty Award from the ASEE in 2002 and the Stuart F. Meyer Award from the IEEE Vehicular Technology Society in 2005. Rappaport has over 100 U.S. or international patents issued or pending and has authored, co-authored and co-edited 18 books in the wireless field, including Wireless Communications: Principles & Practice, Principles of Communication Systems Simulation with Wireless Applications, and Smart Antennas for Wireless Communications: IS-95 and Third Generation CDMA Applications. In 1999, his work on site-specific propagation received the IEEE Communications Society Stephen O. Rice Prize Paper Award. He is a highly sought after technical expert, having consulted for over 25 multinational corporations and the International Telecommunication Union (ITU). He currently serves on the technical advisory boards of iTaggit, Inc., Motion Computing, Inc., Alereon, Inc., and Paratek Microwave, Inc. He received B.S., M.S. and Ph.D. degrees in electrical engineering from Purdue University in 1982, 1984 and 1987, respectively.
Alan Blake
Presenter

Alan R. Blake
President & CEO
Glofish

Alan Blake established himself as an entrepreneur at an early age. While only 21 and a student at the University of Texas at Austin, he launched his first company, called ClassMap. The company hosted professor web sites and was an online vehicle for helping college students learn more in less time. He raised $4,000,000 in venture capital and eventually employed 50 people. The concept was solid, but the timing was bad. The company folded at the height of the dot com bust.

Despite his first company’s failure, Alan did not give up on his entrepreneurial dream. He immediately started a new company in a market even riskier than dotcoms: biotech pets. Specifically, Alan identified an opportunity to market vibrantly colored genetically modified fish that would appear to glow different colors under a black light.
GloFish

Alan started GloFish (www.glofish.com) in his apartment with little initial funding and lots of skepticism from his friends and family. In spite of the enormous obstacles, he secured the complex intellectual property, addressed massive state and federal regulatory issues, and then created a demand for his unique product. All of this caught the media’s attention. Alan’s biotech fish received 750,000,000 media impressions (the number of times someone saw, read, or heard about GloFish) as soon as they were released! This exposure included Alan’s appearance on dozens of national and even international news shows, and the New York Times claiming that the launch of GloFish marked the beginning of the consumer biotech age.

Now sold in Wal-Mart, and PETCO, GloFish has become such a cultural icon that mainstream entertainment from “I, Robot” to Michael Crichton’s novel Next have featured his fish. They have also been displayed in a variety of public aquariums around the globe.

As an expert in the area of animal biotechnology, Alan has been invited to participate in meetings with the Secretary of the U.S. Department of Agriculture, Deputy Secretary of the U.S. Department of Health & Human Services, and President George W. Bush’s Science Advisor. He has also chaired panel discussions for the Biotech Industry Organization International Convention and the World Aquaculture Society.

Alan currently lives in Austin, Texas, and is an active member of its entrepreneurial community.
John Ivy
Professor, Department of Kinesiology and Health Education
The University of Texas at Austin

John Ivy is Chairman of Kinesiology and Health Education, and the Teresa Lozano Long Endowed Chair at The University of Texas at Austin. He received his Ph.D. in exercise physiology from the University of Maryland and was an NIH postdoctoral fellow at Washington University School of Medicine. Dr. Ivy is currently researching the effects of amino acids on muscle glucose transport, and the effect of carbohydrate/protein supplements on endurance performance and recovery. Dr. Ivy has published two books on sports nutrition, Nutrient Timing and The Performance Zone, which uses the latest research to provide nutritional guidelines for the athlete. Dr. Ivy has been a University of Texas faculty member for 26 years.

PureSport

PureSport is two new patent-pending exercise performance drinks, PureSport Workout and PureSport Recovery. They feature optimal blends of carbohydrates, and electrolytes and a high quality protein. They are endorsed by Champion swimmer Michael Phelps and Champion gymnast Nastia Liukin. PureSport Workout improves endurance performance, while PureSport Recovery enhances exercise recovery and training adaptation. PureSport is produced and marketed by Human Performance Laboratories with the corporate office located in Austin, TX.
Dr. S.V. Sreenivasan specializes in the area of nano-manufacturing processes as applied to magnetic storage, nanoelectronics, and photonic devices. He is the Thornton Centennial Fellow in Engineering and has served on the faculty of mechanical engineering at UT-Austin since 1994. He received his Ph.D. in mechanical engineering from Ohio State University. In February 2001, Dr. Sreenivasan co-founded Molecular Imprints Inc., a company that commercializes nanolithography technology developed at the University of Texas at Austin. Dr. Sreenivasan has published over 100 technical articles and holds over 50 U.S. patents.

**ABSTRACT:**
Nanoimprint lithography techniques are known to possess remarkable nano-scale replication capability down to sub-5nm resolution. Translating this nano-scale capability to a commercially viable manufacturing process requires tools, materials and process infrastructure that can retain the nano-scale performance at reasonable cost. This presentation will provide a review of the imprint lithography technology along with the current state of this technology in applications such as terrabit density magnetic storage and advanced solid state memory.
Uri Treisman
Professor of Mathematics
The University of Texas at Austin

Uri Treisman is professor of mathematics and of public affairs at the University of Texas at Austin. He is the founder and executive director of the Charles A Dana Center (www.utdanacenter.org), an organized research unit in the University's College of Natural Sciences. Uri chairs the steering committee of the Urban Mathematics Leadership Network—a coalition of 23 large urban districts seeking to improve PreK-12 mathematics teaching and learning. He is a member of the leadership team and chair of the design team of the Strategic Education Research Partnership (www.serpinstitute.org), created by The National Academy of Sciences, which is focused on creating new knowledge to solve urgent problems of American education. For his work on nurturing minority student high achievement in mathematics, he was named a MacArthur Fellow in 1992. In February 2006 he was named "2006 Scientist of the Year" by the Harvard Foundation of Harvard University for his outstanding contributions to mathematics.

Agile Mind, Inc.

Agile Mind, Inc. is the result of a create collaboration between the Dana Center and Linda Chaput, the former president of Scientific American’s education and reference publishing companies and of Scientific American Medicine. Agile Mind is built on a combination of high-tech and high-touch strategies. In addition to Internet-delivered services, educators and administrators also receive face-to-face seminars, mentoring, and high-quality support materials to manage their demanding workloads, improve their expertise, and dramatically improve outcomes for their students. The company currently serves approximately 10,000 educators and 500,000 of their mostly low income students.
UPCOMING

September 17, 2008
My Research as Commercialization Colloquium
IC² Endowed Fellows John Sibley Butler, Robert A. Peterson & Ted Rappaport

November 14, 2008
Payday Lending: Realities & Challenges
IC² Endowed Fellow John Sibley Butler & Federal Reserve Bank of Dallas
www.dallasfed.org

October 14-16, 2008
Texas Wireless Summit
http://www.twsummit.com/

December 2-4, 2008
Clean Energy Venture Summit
Isaac Barchas, Austin Technology Incubator
http://www.cleanenergyventuresummit.com/

December 1-3, 2008
11th Int’l Technology Policy & Innovation Conference, New Delhi, India
IC² Fellow David Gibson

May 7-8, 2009
IC² Institute Fellows Meeting
IC² Endowed Fellow John Sibley Butler

October 2009
Association for University Business & Economic Research – 63rd Fall Conference
Bruce Kellison, Director, Bureau Business Research
http://www.auber.org/

Contact: Coral Franke
(512) 475-8947
coral@ic2.utexas.edu
2815 San Gabriel, Austin, TX 78705
www.ic2.utexas.edu
LIKE NO OTHER

The University of Texas at Austin’s IC² Institute offers a program like no other - the Master of Science in Technology Commercialization. This elite graduate degree prepares individuals for successful entrepreneurship and for fields such as technology assessment, strategic planning, IP development, technology commercialization and licensing. Graduates earn their Master of Science degree in Technology Commercialization (MSTC) from The University of Texas at Austin.

ONE YEAR, 27 WEEKENDS

The program begins in April with a required 4-day orientation in Austin, Texas. Classes meet on alternate weekends, both Friday and Saturday, for 27 weekends. If applicable, candidates work with their employers to create a schedule that enables them to earn their MSTC degree while continuing to work full time.

LIVE VIDEO WEBCAST

Participants may choose to attend classes in Austin, via video webcast, video archive or utilize a combination of all three. Candidates may complete their degree without ever attending class in Austin, as the MSTC program does not have a residency requirement. All classes are online globally, so students may participate from anywhere in the world they can access a broadband connection. As classes are archived online after the live session, participants may watch the lectures later if they are unable to make the live class or desire review.

REAL TECHNOLOGIES

The MSTC curriculum is about action-based learning. Instead of focusing on business case studies and hypothetical exercises, students work with actual technologies and innovations. Most assignments are completed in a small team of students who collaboratively develop market strategies and business plans for truly original technologies throughout the year. The program culminates when student teams formally present their final technology commercialization plan before a panel of faculty, industry leaders and venture capitalists. Several technologies have evolved into subsequent successful commercial ventures for MSTC graduates.

ONLY THE BEST

MSTC faculty rank among the best worldwide in their respective fields. Faculty members are selected from the renowned IC² Institute Fellows and numerous Colleges within The University of Texas at Austin. MSTC faculty carry on the vision of Dr. George Kozmetsky, former Dean of the McCombs School of Business, Michael Dell’s mentor and co-founder of Teledyne. Using expertise culled from successful entrepreneurial ventures throughout the world, Dr. Kozmetsky founded the MSTC degree to meet 21st century demands for accelerated commercialization of emerging technologies. As a result, Dr. Kozmetsky created the preeminent executive masters program in technology commercialization for the global economy.

www.ic2.utexas.edu/mstc
mstc@ic2.utexas.edu • 512.475.8923
The IC² Institute is a globally recognized “think and do” component of The University of Texas at Austin whose mission is to engage in cutting-edge research to enhance the solving of unstructured problems related to market economies, wealth creation, growth, and prosperity through entrepreneurial activity and the commercialization of technological innovation. The Institute carries out this mission through its primary applied research laboratory at the Austin Technology Incubator as well as through the Bureau of Business Research, the Global Commercialization Program, the Digital Media Collaboratory, the IC² Fellows Network, Visiting Scholars, and the Master of Science in Science and Technology Commercialization degree program.

**Austin Technology Incubator (ATI)** – One of the most successful technology-focused business incubators in the U.S., ATI has graduated 65 companies that have generated $1.2 billion in revenue and created 2,850 jobs in Central Texas. ATI supports the growth and development of emerging technology companies by providing targeted services that include strategic advice, access to financing, marketing, and public relations support, mentoring, and turn-key infrastructure.

**Bureau of Business Research (BBR)** – The “first” business research unit at The University of Texas at Austin, BBR provides Texas businesspeople and policymakers with applied economic tools and data to strengthen the state’s business environment. Since its founding in 1926, BBR has developed a reputation for nonpartisan analysis of economic trends through publications, independent reports, and sponsored research.

**Global Commercialization Programs** – IC² Institute offers its 30 years of experience to regions and enterprises interested in increasing prosperity through technology commercialization. Services include training entrepreneurs and technology commercialization managers; launching and managing programs for venture incubation, global business acceleration, and lab-to-market technology licensing; and developing strategic plans for technology-based infrastructure and economic development.

**Digital Media Collaboratory (DMC)** – DMC is an initiative of the IC² Institute created to facilitate coordinated, inter-departmental research and development in digital and interactive media.

**IC² Fellows** – The IC² Institute’s Fellows Program is a global community of creative and innovative leaders from academia, business, and government. IC² founding director Dr. George Kozmetsky inducted the first fellows into this education, research, and knowledge network in 1977. Over the years the network has grown to include more than 240 fellows from eighteen nations, of which two are Nobel Laureates.

**IC² Visiting Scholars/Researchers** – over the past 15 years the Institute has welcomed 140 scholars and researchers from 17 nations that have come to study research methods and substantive problems as well as develop professional relationships.

**Master of Science in Science and Technology Commercialization (MSSTC)** – This one-year degree program is dedicated to educating working professionals with specialized skills to accelerate the transfer of technology-based ideas into products and services in the marketplace. The program focuses on early stage wealth creation processes and related business practices for launching and sustaining a successful technology enterprise in a new or existing organization.

**IC² Director**

John Sibley Butler is the Director of the IC² Institute, and Director of the Herb Kelleher Center for Entrepreneurship Growth and Renewal at the Red McCombs School of Business (Department of Management), The University of Texas at Austin. His research in the areas of organizational behavior and entrepreneurship, new ventures, and immigrant and minority entrepreneurship appears in professional journals and books. Professor Butler has been a Distinguished Visiting Professor at universities in Japan and China during the last 15 years. Recently he has become affiliated with Babson College in Boston, where he will be engaged in teaching, the creation of an incubator/business accelerator, and the overall technology transfer effort for that region. He also teaches in the UT Executive MBA program in Mexico City.

Professor Butler has served as a consultant for many firms and the U.S. Military. He is one of the distinguished professors who served on the Advisory Team of Governor George Bush’s 2000 Presidential Campaign. In 2003 President George W. Bush nominated Dr. Butler to serve as a member of the J. William Fulbright Foreign Scholarship Board.

**IC² Founder**

Dr. George Kozmetsky (1917-2003) founded the IC² Institute at The University of Texas at Austin in 1977 when he was Dean of the College of Business Administration and the Graduate School of Business. Kozmetsky, a lifelong educator, was co-founder of Teledyne, Inc. He received the National Medal of Technology in 1993 as acknowledgement of his decades of exceptional contributions as a mentor and champion of high technology entrepreneurs, including Michael Dell, DELL Corporation, and Jim Truchard, National Instruments.