

Hands-on exercises:

Venture Creation Pathways Exercise

Laura, with the support of the UTEN Texas Team, will engage attendees with hands-on discussion, exercises, and troubleshooting in order to help them to consider first steps toward developing an actionable plan to implement some of the venture creation concepts she has introduced during her earlier sessions.

Negotiations Exercise for Global Technology Commercialization

Participants will be broken into teams. Each member of the team will be briefed on a specific role to play (up to 6 per team) in the negotiation with specific instructions. The UTEN Texas Team will split up and act as observers during the negotiations, and will report back to the class alongside the team. Each team will conduct the exercise and do their best to reach an agreement. At the end, all teams will present their outcomes and lessons learned.

Case Studies:

ATI Company A –

Wireless company. Initially hardware only. Had trouble selling solution to investors/customers with only hardware. With coaching from ATI team, entrepreneur realized a business model change was in order that included a complete solution of software and hardware. Company went on to close Series A funding with new business model.

ATI Company B –

Bioscience, drug delivery, particle engineering company. Experienced entrepreneurs but new to bio industry. With connections made from ATI staff, they found additional angel investors, board members, and funding from ETF.

ATI Company C –

Clean energy company - Electronic Power Converters. New entrepreneurs. Initially kept day jobs while searching for funding. With assistance from ATI staff, closed on angel funding and received \$25K grant from Austin Energy through ATI agreement for their work with the smart grid.

RVIC Case A:

Russian Discovered Enzyme for Burn Treatments

Technology Summary: A Russian scientist isolated an enzyme found in the hepatopancreas of crabs that breaks down necrotic tissue but not healthy "live" tissue, and wanted to create a burn treatment for serious third-degree burns.

US Business Challenges: Small and shrinking US market, regulatory issues

Internationalization Challenges: IP issues, various market barriers in global markets

Conclusions: Alternative profitable use identified in different market

RVIC Case B:

Belgian BioMass Tech

Technology Summary: Portable biomass compaction solution for compacting biomass in the field

US Business Challenges: No carbon credits in US, few regulatory incentives

Internationalization Challenges: IP issues

Conclusions: Protect and "package" IP and license to small US service providers

RVIC Case C:

NASA-ISS Air Purification Tech

Technology Summary: SBIR-funded technology developed for air purification on International Space Station

US Business Challenges: Expensive to manufacture, low throughput of purified air

Internationalization Challenges: No patents outside of US

Conclusions: Create JV with Chinese company to manufacture and sell to Chinese market