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FOR
TECHNOLOGY TRANSFER AND RESEARCH COMMITTEE**

Committee Meeting: 5/13/2015
Austin, Texas

*Wallace L. Hall, Jr., Chairman**
Ernest Aliseda
Alex M. Cranberg
Brenda Pejovich
Sara Martinez Tucker

**pending Board approval on 5/13/2015*

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1. **U. T. System: Report on the U. T. System Innovation Framework 2014 initiative to create a U. T. System Entrepreneurship Academy Network**

REPORT

Ms. Julie K. Goonewardene, Associate Vice Chancellor for Innovation and Strategic Investment and Managing Director of the U. T. Horizon Fund, will report on the launching of the Entrepreneurship Academy Network. A PowerPoint presentation is set forth on the following pages.

BACKGROUND INFORMATION

The Entrepreneurship Academy Network's mission is to (1) encourage knowledge transfer and the implementation of successful programs across the U. T. System, (2) accelerate early-stage startup venture creation, (3) develop entrepreneurship workforce and support networks, and (4) integrate innovative solutions from global entrepreneurship leaders. A primary goal of the Network is to increase both the number and quality of startups from which the U. T. Horizon Fund can invest.

On May 15, 2014, the Board appropriated \$2.7 million to implement the Entrepreneurship Academy Network (through FY2017) as a U. T. System Innovation Framework 2014 initiative. In January 2015, through a Request for Proposal process, four programs from four different U. T. System institutions were selected as inaugural members of the Network. All of these programs include training for faculty or students, and one of the programs also seeks to improve the effectiveness of the commercialization process. The programs are currently being codified and packaged for use at other U. T. System institutions. They will then be rolled out across the U. T. System in January 2016.

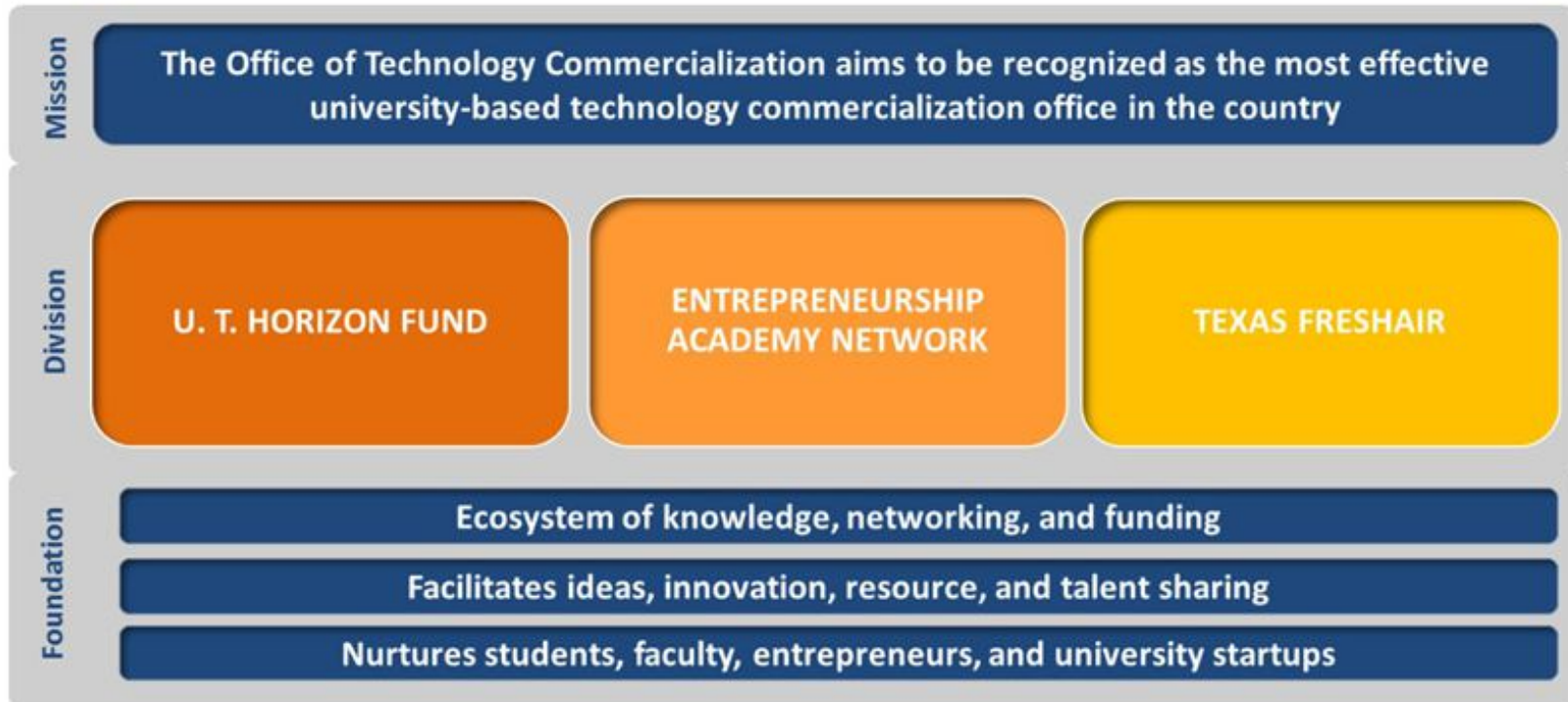
Report on U. T. System Innovation Framework 2014 Initiative to Create the U. T. System Entrepreneurship Academy Network

Ms. Julie K. Goonewardene, Associate Vice Chancellor for Innovation and Strategic Investment

U. T. System Board of Regents' Meeting
Technology Transfer and Research Committee
May 2015



The New Office of Technology Commercialization



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The Entrepreneurship Academy Network

- Aims to enhance the innovation and entrepreneurship ecosystem across the U. T. System by facilitating knowledge transfer, scaling programs, and improving efficiency and impact
- Inaugural programs:
 - Student I-Corps Entrepreneurship Program (U. T. Austin)
 - Medical Technologies Lean Startup Course (U. T. Dallas)
 - Healthcare Entrepreneurship Program (U. T. Medical Branch - Galveston)
 - Technology Entrepreneurship and Commercialization Partnership (U. T. San Antonio)



The Entrepreneurship Academy Network (cont.)

New University Initiative Brings Together Medicine, Entrepreneurship
UT Dallas, MD Anderson Cancer Center Team Up to Help Companies Commercialize Their Discoveries
 April 2, 2015

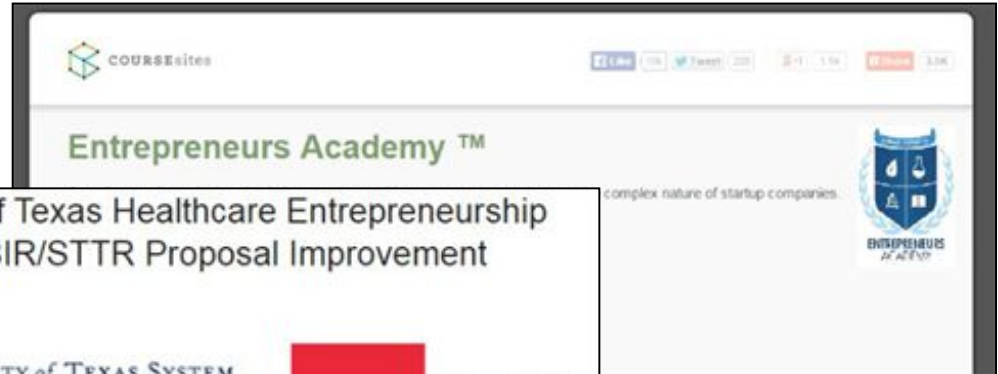
A new UT Dallas-led initiative is aimed at identifying potentially marketable biomedical technologies developed at University of Texas System institutions and moving them more efficiently from the laboratory bench to the bedside.

The University of Texas System's Office of Technology Commercialization recently launched the Entrepreneurship Network, which has entered into a \$172,500 agreement with UT Dallas to establish a Medical Technology Lean Startup Course and to implement it at UT MD Anderson Cancer Center. The project is designed to teach biomedical researchers at UT System institutions how to start new companies and transfer their life-science discoveries more quickly into the clinic.

"This is a technology transfer initiative, where entrepreneurship meets medicine," said Will Rosellini, the principal investigator for the project and director of commercialization for the Texas




Will Rosellini



COURSEsites

Entrepreneurs Academy™

complex nature of startup companies.



University of Texas Healthcare Entrepreneurship Program SBIR/STTR Proposal Improvement Initiative

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The University of Texas Healthcare Entrepreneurship Program (UT--HEP) will provide UT--affiliated biotechnology startup companies with professional assistance to prepare successful SBIR or STTR proposals. This **SBIR/STTR Proposal Improvement Initiative** is designed to increase the competitiveness of SBIR/STTR proposals from biotechnology companies actively commercializing UT--owned intellectual property. The initiative will pair qualified companies with BBC Entrepreneurial Training & Consulting (BBCetc), a proven leader in securing SBIR/STTR grants for startup companies. Companies will receive 25 hours of individualized one--on--one assistance in all aspects of NIH SBIR/STTR proposal development, refinement, and submission. The costs of these services are provided by the UT--HEP, which is supported by The University of Texas System Office of Technology Commercialization.

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Metrics and impact

- Methodology – magnitude and efficiency measures
- Short-term objectives/metrics
- Long-term objectives/metrics
- Entrepreneurship Academy Network objectives/metrics (magnitude and efficiency in generating short- and long-term objectives)



Next Steps

- Phase I – codify, package, and implement programs
- Phase II – roll-out across the U. T. System
- Expansion phase – fund additional programs
- Development areas – startup acceleration, ecosystem enhancement, entrepreneurship leadership



2. U. T. System: Report on the Medical Technology Lean Startup Course

REPORT

Dr. Dale Klein, Associate Vice Chancellor for Research in the Office of Academic Affairs, will introduce William Rosellini, J.D., M.B.A., Director of Commercialization at the Texas Biomedical Device Center at U. T. Dallas.

Mr. Rosellini will report on the Medical Technology Lean Startup Course, one of four initial programs supported by the Entrepreneurship Academy Network. Prior to joining U. T. Dallas in 2013, Mr. Rosellini led a number of startups as CEO and successfully exited two ventures. He has earned seven graduate degrees and is currently a Ph.D. candidate in Neuroscience at U. T. Dallas. A PowerPoint presentation is set forth on the following pages.

BACKGROUND INFORMATION

The Texas Biomedical Device Center (TxBDC) seeks to identify and provide funding validation for researchers who have created the most innovative projects aimed at treatments and cures for catastrophic diseases. The Center was established in April 2012, with \$13 million in funding from two donors and matching funds from the U. T. System Board of Regents' Research Incentive Program (UTRIP), which was first authorized in 2009.

The Medical Technology Lean Startup Course (based on the NSF I-Corps model) brings together expertise from U. T. Dallas, U. T. M. D. Anderson Cancer Center, and U. T. Austin NSF I-Corps Node to build an innovative program suitable for deployment throughout the U. T. System. The overall purpose and long-range goal of the proposed program is to establish a replicable and scalable model for entrepreneurship focused on the specific nature of medical technologies across the U. T. System. By establishing this program, U. T. System will gain the infrastructure and expanded competency across member institutions necessary for U. T. System to serve as a leader in biomedical technologies with real world commercial application.

The first phase of the program begins this summer (2015) with implementation of a six-week pilot program on the campus of U. T. M. D. Anderson Cancer Center.

Report on the Medical Technology Lean Startup Course

Mr. William Rosellini, Director of Commercialization,
Texas Biomedical Device Center, U. T. Dallas

U. T. System Board of Regents' Meeting
Technology Transfer and Research Committee
May 2015



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Texas Biomedical Device Center (TxBDC)

- Established in April 2012 with \$13 million from two donors and matching funds from the U. T. System Board of Regents' Research Incentive Program (UTRIP)
- Aims to link business partners with novel medical technologies that result from the TxBDC
- Creates an environment for biomedical engineering innovation and unique opportunities to tightly integrate the teaching, research, and clinical missions of U. T. Dallas and U. T. Southwestern Medical Center



My Entrepreneurship Story

- Founding CEO of Microtransponder (2007; planned IPO 2016)
 - U. T. Dallas intellectual property; led team that raised \$12 million in venture capital and \$11 million in National Institutes of Health funding
- Founding CEO of Lexington Technology Group (2012; exited in 2013)
 - Raised nearly \$16 million in private equity
- Founding CEO Sarif Biomedical (2012; exited in 2013)
- Metroplex Technology Business Council (MTBC) Tech Titan and Global Student Entrepreneur Awards (GSEA) Entrepreneur of the Year
- Participant first NIH cohort in Lean LaunchPad
- 5 startups, \$45 million raised, 3 exits, 2 in progress with IPO plans in next 18 months



Commercialization Knowledge Gap

- Researchers might not be familiar with the process of commercializing a discovery
- Because of this gap in knowledge, biomedical startup companies waste time and money and miss federal funding opportunities
- How can we help eliminate those mistakes and help researchers more efficiently move their discoveries to market?



Medical Technology Lean Startup Course

- Based on National Science Foundation's I-Corp program
- Collaboration between U. T. Dallas, U. T. M. D. Anderson Cancer Center, and U. T. Austin
- Six-week pilot course at U. T. M. D. Anderson Cancer Center aimed at faculty, postdoctoral researchers, and M.D./Ph.D. students



Course Format

- Participants work in three-person teams to learn key concepts and to develop and validate a business model
 - Entrepreneurial lead, principal investigator, and mentor
- Teams will be enrolled in the LaunchPad Central Training platform, which includes core learning areas
- Teams will conduct at least 100 interviews with actors in the ecosystem around their technology



Measuring Success

- Establish a replicable and scalable model for entrepreneurship
 - Focused on the specific nature of medical technologies across the U. T. System
- Short-term objectives/metrics
- Long-term objectives/metrics



U. T. System Deployment

- Complete “train the trainer” on the Lean model of business model development
- U. T. Dallas to support a cohort of U. T. System teams in the biomedical sciences
- Phase II throughout FY2016



Benefits of the Entrepreneurship Academy Network

- Increased capacity and capability through U. T. System vision for entrepreneurship
- Provides valuable resources and scalability
- Platform for knowledge sharing and collaboration
- Encourages entrepreneurship, creativity, and innovation at U. T. System institutions



3. **U. T. System: Report on Texas FreshAIR, a U. T. System Innovation Framework 2014 initiative**

REPORT

Dr. Patricia D. Hurn, Vice Chancellor for Research and Innovation, will report on activities and accomplishments of the Texas FreshAIR program, a U. T. System Innovation Framework 2014 initiative. A video will be shown that discusses background information about FreshAIR and its impact on both university and industry partners.

BACKGROUND INFORMATION

Texas FreshAIR (Academia-Industry Roundtable) is a strategic initiative originally launched in 2013 in response to the Framework for Advancing Excellence throughout the U. T. System. The first phase focuses on fostering collaborations between the biopharmaceutical industry and U. T. System institutions that have strong drug development research programs. Texas FreshAIR has been successful to date in bringing numerous large pharmaceutical and life sciences companies into discussions with lead U. T. System researchers.

The over-arching, long-term goal of Texas FreshAIR is to develop "Texas as the Third Coast" by bringing together multiple resources from U. T. System, and collaborating public/private entities to create partnerships and consortium-like structures between industry and university researchers. The intent is to attract pharmaceutical and biotechnology industry leaders to set stakes in the state, thereby increasing the number and longevity of research partnerships with such companies and U. T. System institutions. An example is Johnson and Johnson Innovation's successful launch of its new incubator (J Labs) during the 2014 FreshAIR meeting in Houston.