



THE UNIVERSITY OF TEXAS AT AUSTIN • WHAT STARTS HERE CHANGES THE WORLD



February 2010

CREATING WEALTH & JOBS

Contents **6** Master of Science in Technology Commercialization

Teaching wealth creation

10 IC² Institute Endowed & Global Fellows

Researching in-depth topics

12 Austin Technology Incubator

Incubating companies

15 Bureau of Business Research

Serving the State of Texas

18 Global Commercialization Group

Applying lessons learned

20 UT Austin | Portugal Collaboratory

Breaking new research ground



THE UNIVERSITY OF TEXAS AT AUSTIN

WHAT STARTS HERE CHANGES THE WORLD

www.ic2.utexas.edu

The IC² Institute creates jobs & wealth.

Paradoxically, hard economic times can be an ideal time to invest one's time, talent, and money in a new business venture.

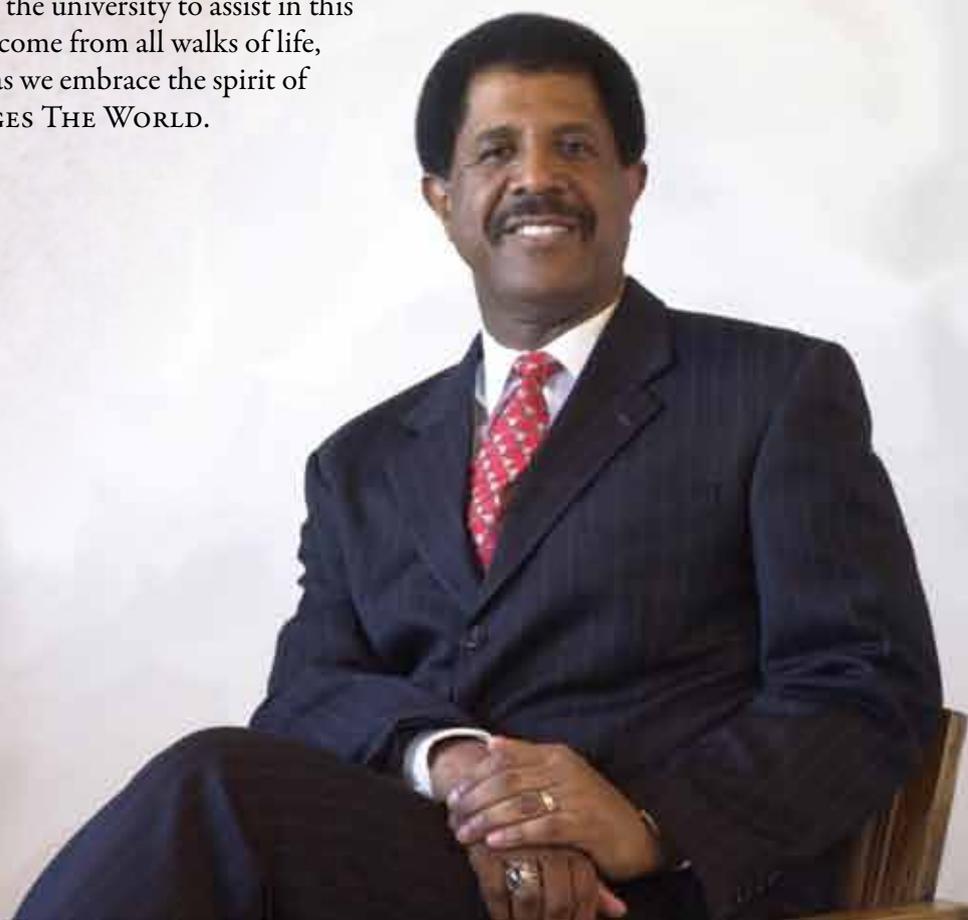
New companies create jobs and wealth.

SINCE ITS INCEPTION, the IC² Institute has been a pioneer in the study of wealth creation. In addition to pursuing this academic research mission, the Institute has worked as a catalyst to coordinate efforts between *government, academic, and business sectors* as they seek to enhance entrepreneurship and job creation in communities across Texas, America, and around the globe.

Like other research units of The University of Texas, the IC² Institute engages in experiments to pursue its mission, which is *to explore market economies and create wealth through technology transfer*. Our experiments focus on how to develop and commercialize new products and services that increase value and improve quality of life. These experiments are initiated in life scale, applied in the real world, and measured against economic realities. The Master of Science in Technology Commercialization program is one such experiment. Like many of our experiments, it has been extremely successful. As the IC² Institute moves on to other experiments in wealth creation, the MSTC program will continue to enhance the wealth creation of the State of Texas.

The IC² Institute understands that the phenomenon of wealth creation is interdisciplinary; and so we select professors and students from academic disciplines across the university to assist in this challenge. We also understand that the people who create wealth come from all walks of life, and we invite you to become a participant in this great endeavor, as we embrace the spirit of The University of Texas at Austin: **WHAT STARTS HERE CHANGES THE WORLD.**

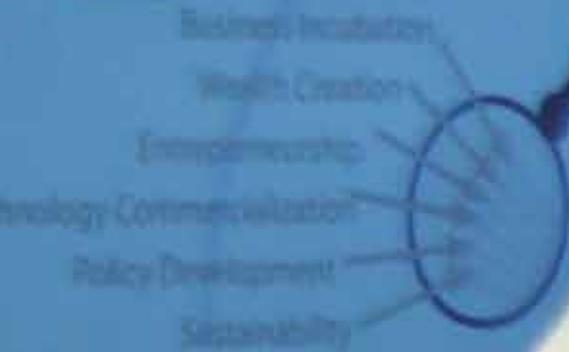
John Sibley Butler
Director, IC² Institute





Over 3 Decades of Research

Concentrated know-how
Developed over decades
The IC² Institute



Applied
economics

“What does that mean: to create jobs and wealth... What does the IC² Institute do?”

We get that a lot. And no wonder people get confused. Because we do not limit our view to either the micro or the macro. The IC² Institute approaches economic development from a **HOLISTIC** point of view.

- Individuals are mentored and educated in the Master of Science in Technology Commercialization degree program.
- Companies are nurtured through start-up phases at the Austin Technology Incubator.
- Regional economies are accelerated by identifying and commercializing new technologies.

As entrepreneurs are trained, new ventures are launched and nurtured, and regional economies are stimulated, the IC² Institute makes a **GLOBAL IMPACT**. All in all, that's a lot of influence for one small university research unit.

**Mentor individuals. Accelerate companies. Stimulate economies.
That's what we do.**

Wealth creation & technology transfer can be taught.

The IC² Institute has been doing it for years.

One research project of the Institute, the Master of Science in Technology Commercialization degree program, has been nurtured and developed over the past 14 years. Now it returns to its roots in the McCombs School of Business. This transition will result in greater prestige for the MSTC degree holders, access to a wide range of courses offered by McCombs, and placement assistance from the Ford Career Center at McCombs.

MSTC is a program designed for those who want more. Most MSTC students already have one or more advanced degrees when they enter the program. That fact, in itself, expresses a key difference of the Master of Science in Technology Commercialization. Another note of fact: some future-focused companies place entire teams in the program to develop an intrapreneurial core of technology commercialization expertise within their ranks.

The MSTC Class of 2011 will continue to have the options of taking classes in Austin at the IC² Institute's Global Classroom or via video webcast or video archive – or a combination of all three. Students choose their own “comfortable balance” between these three methods of instructional delivery as they pace their way through this accelerated, one year executive education degree.

We urge you to apply today.

www.ic2.utexas.edu/mstc

Ph: 512/475-8923 or 512/475-8900

Email: mstc@ic2.utexas.edu



The MSTC Program
focuses on the
rapid transfer
of research,
knowledge,
and technology
from ideas to the
marketplace—
the entrepreneurial
wealth creation
process.



THE UNIVERSITY OF TEXAS AT AUSTIN
MASTER OF SCIENCE
Technology Commercialization



the foundation FOR SUCCESS

The United States and countries around the world view innovation as a path out of current economic difficulties to prosperity. But innovation alone is not sufficient. Innovation must be paired with commercialization. Rapid commercialization of innovation and technology creates value for customers, competitive advantage for companies, wealth for shareholders, and economic development for countries.

The Master of Science in Technology Commercialization (MSTC) Program is a one year degree program focused on technology commercialization and developing the skill set necessary to take a product from lab to market. The program teaches students how to “bridge the gap” between intellectual property (technology) and the needs of consumers. The heart of the MSTC Program is developing knowledge and skills in identifying innovations with market potential and bringing these innovations to market through action-based learning. Rather than concentrate on business case studies and hypothetical exercises, students research real technologies and learn how to assess and calculate the viability of the product, identify the correct market, and launch the product for profit. Graduates earn their Master of Science in Technology Commercialization from The University of Texas at Austin and primarily work in technology-based entrepreneurial ventures, product development in technology-driven corporations, and in technology commercialization entities.

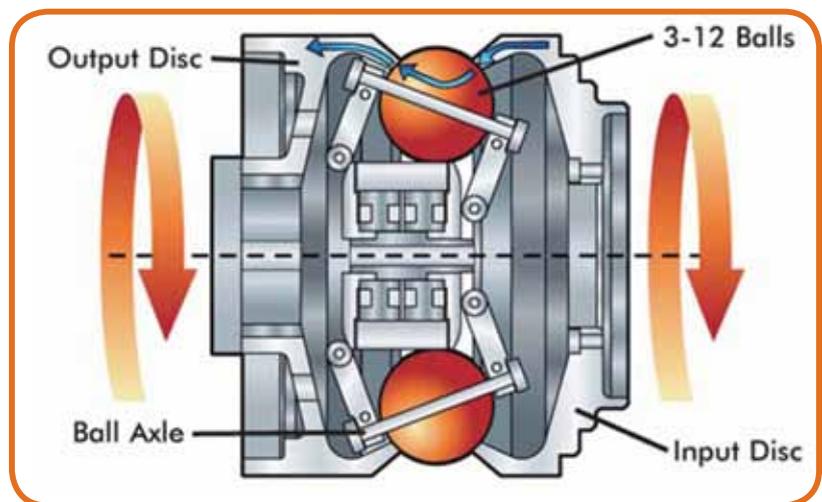
MSTC Student Team Receives *Texas ETF* Funding for Company Development



A prime example of the type of success the MSTC Program fosters is MacuCLEAR Corp., an innovative pharmaceutical company. MacuCLEAR Corp. began as an MSTC class project in 2007 by students Douglas Baum and Christopher Aniszczyk. MacuCLEAR Corp. received \$1.7 million in series “A” financing for its early stage venture, which crowned it one of the few projects in MBA or technology management program history to receive funding prior to graduation. From winning numerous business plan competitions, to being granted fast track status by the FDA, to completing preclinical studies, to winning Emerging Technology Fund money, to completing phase one of human clinical trials, MacuCLEAR Corp. projects its four-phase FDA process to be completed by 2013. Mr. Baum currently serves as the Chief Operating Officer and has more than 17 years of experience in the pharmaceutical development industry.

real know how

Fallbrook Technologies Inc. exemplifies how the MSTC Program strengthens product development in a technology-driven corporation. Fallbrook Technologies, Inc., a technology company dedicated to improving the performance and flexibility of transmissions for vehicles and equipment, currently employs three MSTC graduates. Rob Smithson, a 2002 MSTC graduate, holds the dual position of Chief Technology Officer and Vice President of Sales and Business Development. Doug Feicht, a 1999 MSTC graduate and Senior Engineer at Fallbrook Technologies, works on technology transfer in the context of a technology licensing business model. Jeremy Carter, a 2006 MSTC graduate, is the Program Manager for Applied Technologies and also serves as an internal incubator, working with internal groups, external licensees and development partners. Fallbrook Technologies’ core technology is its traction based, NuVinci® transmission—a continuously variable planetary (CVP) drive ideally suited for applications in virtually any mechanical device that has a transmission or requires speed variation.



NuVinci® CVP



Viryd Wind Turbine

Proof that the MSTC Program is reaching “critical mass” includes John Langdon. Langdon, a 2002 MSTC graduate, is the CEO of Viryd Technologies, an independent subsidiary of Fallbrook Technologies. Viryd Technologies was founded to develop and commercialize NuVinci® Continuously Variable Planetary (CVP) transmission technology for the wind industry. Viryd Technologies is using Fallbrook’s continuously variable transmission technology to make a small wind turbine that is less expensive, yet captures more energy than current designs.

The MSTC Program also collaborates with companies that strive to create a cadre of technology commercialization professionals. Over the past three years, a major S&P 100 firm has sent 25 “fast-track” managers to the MSTC Program. This firm’s goals are to create product offerings never before seen in its industry and to prepare a new cadre of managers from across multiple divisions to join top management in the next ten years. During the first semester, each of this firm’s teams evaluate and validate the commercial viability of four different product concepts, based on emerging technologies chosen by the firm’s top management, and chart a path for commercialization. In the past, one of these technologies included the SPRED Rig™, which is a conceptual design to reduce the time to drill a well by a potential factor of 3 to 4. This is an exciting new technology that rethinks the way wells are drilled and reduces operational costs. In the second semester, each team creates a business plan for its selected product technology and a competitive “go-to-market” strategy designed to persuade top management to fund the effort. In the third and final semester, the teams develop operational plans for the successful introduction and launch of these products into multiple global markets.



SPRED Rig™ (Photo courtesy of National Oilwell Varco)

FOR YOUR FUTURE

The MSTC Program’s goal when working with corporations is simple: tailor the program to give corporate clients a competitive edge. Investing in education creates advantages in both recruiting and retaining talented managers. The MSTC Program teaches employees how to:

- *create new product concepts* from emerging and disruptive technologies
- *recognize opportunities* to acquire companies with disruptive technologies
- *develop paradigm-shifting products* from these technologies
- *gain “first mover” advantage* in global markets
- *work across divisional boundaries* and produce “one company” solutions
- *strengthen customer partnerships* by enhancing the customers’ abilities to be more competitive within their own global markets.

MSTC students earn a graduate degree in one year while continuing to work full-time. Classes meet alternate weekends on Friday afternoons and Saturdays. The program begins in May and concludes one year later. Students can attend classes in Austin, via video webcast or video archive – or do a combination of all three. Once students have completed Launch Week, students can complete the program without returning to Austin as there is no residency requirement. Most assignments are done in teams of 4-6 students, and these teams research and validate the commercial potential of several technologies over the course of the year. The program culminates in formal presentations of the teams’ final technology commercialization plans before a panel of faculty, industry leaders, and venture capitalists.

To attend an information session and learn more about the MSTC Program, register online: www.ic2.utexas.edu/mstc/rsvp. The next information session is scheduled for February 11, 2010 from 6:30-8 p.m.

The next MSTC class begins May 3, 2010 with an application deadline of February 15, 2010. Late applications are considered on a case-by-case basis. More information about the MSTC Program, course descriptions and faculty can be found on the website at www.ic2.utexas.edu/mstc or email mstc@ic2.utexas.edu.

international marketing interdisciplinary learning higher education
service management industry upgrading in the global arena capacity of rhetoric
film materials & devices macroeconomics transnational spaces global value chains
scheduling television multimedia digital signals institutional governance child advocacy
companies systems modelling chemical vapor deposition atomic layer epitaxy diffusion research
are engineering molecular spectroscopy technology enhanced learning new media VLSI systems design
culture & wine tasting professional design automation logistics mechanical engineering aerospace & weapons sustainability
advocacy & teamwork propulsion power of myth inner dimensions of leadership global scenarios neuropsychopharmacology systems management
emerging markets

Global Impact

AUSTRALIA
KOREA
POLAND

CHINA
BRAZIL

PORTUGAL

RUSSIA

INDIA

HUNGARY
ARMENIA

EGYPT

KAZAKHSTAN

NORWAY

JAPAN

JORDAN

MALAYSIA

KUWAIT

SPAIN

NORWAY

CANADA

ISRAEL

QATAR

SLOVAKIA



The Austin Technology Incubator helps founding teams achieve greater success, more quickly.



- Over the past two years, ATI has helped its members raise almost \$40 million in investor capital.
- Half of the Central Texas companies receiving Emerging Technology Fund investment have come through ATI.
- Since its founding in 1989, ATI has worked with over 200 teams of entrepreneurs, who together have raised almost \$750 million in investor capital and created thousands of jobs.

ATI's value proposition to entrepreneurs:

1. Talent.

At ATI, your company will be surrounded by talent that it couldn't afford to buy on the open market.

- **Professional staff with unique backgrounds who can add value from day one.**
 - Isaac Barchas, McKinsey & Company consultant and Pecan Street Project founder.
 - Aruni Gunasegaram, founding CEO of Isochron Data Systems and Babblesoft.
 - Bart Bohn, management consultant and executive director of the Austin Wireless Alliance.
 - Mitch Jacobson, sales head for Dell and First Data, founder of The Eyes of Texas angel investment group.
 - Jessica Hanover, neuroscience PhD, buy-side I-banker, medical device start-up strategist.
 - Michael Webber, engineering PhD, UT faculty, national expert in clean energy technology and policy.
 - Melissa Rabeaux, tech-focused marketing and communications.
- **University of Texas faculty and students.** UT-Austin expends \$500 million in research per year. Its students and faculty contribute to the local start-up community through ATI. Each year 100 to 200 students from across The University contribute to ATI companies.
- **Community advisors, mentors, and investors.** The Austin technology community gives back by helping ATI and its members. ATI's advisors (investors, successful ATI entrepreneurs, and technology experts) can act as a virtual board of directors to help launch your start-up.

13

2. Capital.

ATI has a long track record of helping our members attract investment capital – almost three-quarters of a billion dollars worth over the past 20 years.

- **Private capital.** ATI has strong, long-term relationships with venture capital and angel investors in the local community and beyond. As a result, we understand what they want to invest in, and we are able to target the right investor with the right deal. At the same time, we actively help shape companies into investable ventures, while we help build communications that accurately reflect each company's value proposition to investors.
- **Public capital.** Membership in ATI qualifies companies to apply for the State of Texas' Emerging Technology Fund. ATI has built considerable expertise in enabling companies to successfully navigate the ETF competitive process and secure ETF funding. Half of the companies in Central Texas that have been awarded ETF money have come through ATI. ATI also assists companies through the process of applying for Federal grants, such as SBIR awards.



ATI company successes over the past quarter

- Four ATI alumni companies acquired

ATI alumni company	Aquirer	Date
eVapt	MagnaQuest	Oct '09
Lombardi*	IBM	Dec '09
Logical Information Machines	Morningstar	Dec '09
Phurnace Software	BMC Software	Jan '10

*grew out of ATI member Open Plus

- Two ATI companies closed *Series A* funding
 - Terapio (Sante Ventures) – *therapeutic protein*
 - Savara Pharmaceuticals (various investors) – *drug delivery and discovery technology*
- Three ATI companies received public funding
 - qCue – *dynamic pricing algorithms* – *State of Texas Emerging Technology Fund award*
 - Agile Planet – *robotics operating systems* – *State of Texas Emerging Technology Fund award*
 - Trinity Thermal – *energy storage* – *Federal SBIR award*

Community

ATI believes that *Austin* is the incubator. As a result, ATI invests significant resources in community building events and educational sessions. Last year ATI participated in more than 35 events, attended by almost 6,000 people. These events included the Clean Energy Venture Summit, the Wireless Seed Stage Funding Forum, and the symBIOsis life-sciences events. ATI also works with the City of Austin, the Chamber of Commerce, and other organizations to ensure a robust early stage technology ecosystem in Austin.

Many people who recognize the name of the Austin Technology Incubator never realize it is part of the IC² Institute. But, like all of the Institute's programs, ATI is an ongoing extension of IC²'s research. One of ATI's purposes is to provide a laboratory in which professors and students examine venture formation in a controlled environment. The experiment has been successful, and in addition to providing best practices and live case models for new ventures, ATI provides an ongoing case study as an incubator. The IC² Institute has applied lessons learned through the ATI model to help establish incubators across the nation and around the globe.

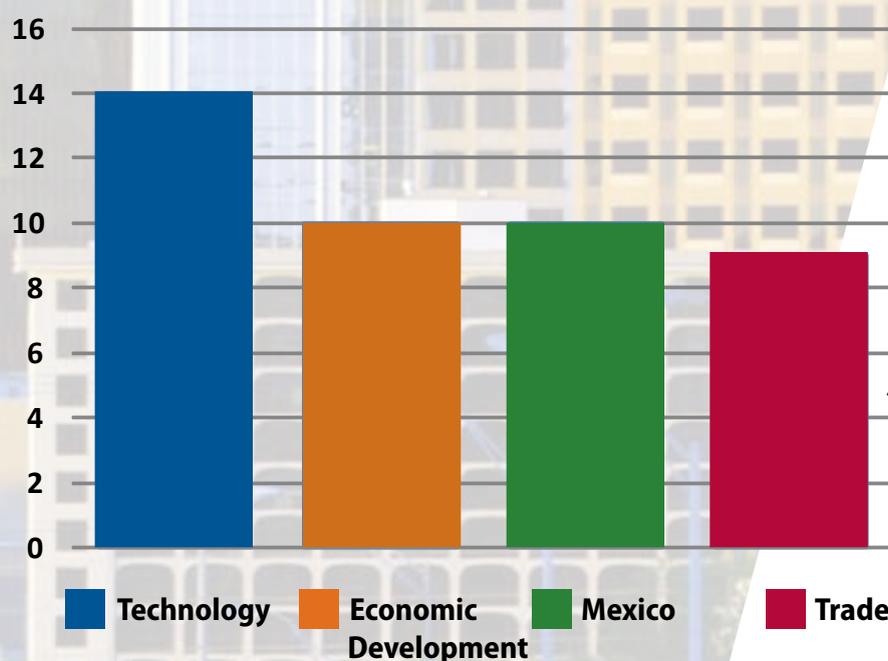
BBR Bureau of Business Research

Serving Texas since 1926

Unlike other IC² programs that were initiated as experiments in the Institute, the Bureau of Business Research (BBR) existed before the IC² Institute was founded. The BBR was established in 1926 to provide Texans with applied economic research and data to strengthen the state's business environment. Since its founding in 1926, the BBR has developed a reputation for nonpartisan analysis of economic trends through publications like *Texas Business Review*, independent reports, and sponsored research. In addition, the BBR evaluates innovative public sector programs, collects data as part of the State and Business Industry Data Center Network, and performs regional impact studies.

Critical to the BBR's commitment to public service, *Texas Business Review* (TBR) offers objective analyses on an assortment of issues. Dedicated to presenting current, innovative economic research made accessible for a lay reader, TBR links academic researchers to a larger audience and disseminates information of interest and use to state policymakers and the business community.

TBR Article Topics, 1999 to 2009



Subscribe to *Texas Business Review* by email request to bkellison@ic2.utexas.edu, or by calling 512/475-7813. TBR and other BBR publications are also available in entirety online, www.ic2.utexas.edu/bbr/publications/index.php.

BBR Bureau of Business Research

Economic Development Program

The goal of BBR's Economic Development Program (EDP) is to contribute to the economic development of the state by providing data and analysis of issues that are essential to the economy of Texas. Since the mid-1980s, the EDP has researched issues of strategic importance for policymakers and businesses in Texas including:

- Diversifying the Texas economy
- The impact of NAFTA on Texas businesses and regions
- Factors that influence the growth and location of high-tech firms in the metro areas of Dallas, Houston, Fort Worth, Austin, and San Antonio
- Income inequalities
- The effects of maquiladoras on the Texas economy
- Best practices for successful small-firm exporters in Texas
- An assessment of the Texas Advanced Technology Program

Moreover, through BBR's participation in the Monterrey City of Knowledge Program, we are helping the local business and academic communities strengthen linkages with their counterparts in Monterrey, Mexico.

EDP has successfully attracted funding for studies relevant to the economic development of the state from several organizations, including the National Science Foundation, the U.S. Department of Labor, Monterrey (Mexico)'s Institute

for Innovation and Technology Transfer (I²T²), Japan Economic Foundation, Air Force Office of Science Research, NASA, Temple Inland, and the Hewlett Foundation. Results from the research are disseminated through a variety of media. A recent representative sample includes:

- **Reports:** *Japanese-style Networks and Innovations in High-technology Firms in Texas; Opportunities on the Horizon: Photovoltaics in Texas; and Texas: The State of Manufacturing—A Secretary of Manufacturing for the State of Texas.*
- **Conferences:** *NAFTA and U.S.-Mexico Relations, and Payday Lending in Texas.*
- **Business Magazines:** *Worth Magazine, Strategic Links, Expansión, Texas Business Review, and Fiscal Notes.*
- **Professional Journals:** *Journal of International Business Education, Southwestern Journal of Economics, The Journal of Knowledge Management, Regional Studies, International Regional Science Review, and Estudios Sociales.*
- **Keynote Addresses:** UT Forum (*Women leaders: entrepreneurs and executives in Mexico*), U.S. Chamber of Commerce and Greater Houston Partnership (*Bringing home the economic benefits of NAFTA*), San Marcos Hispanic Chamber of Commerce (*Women entrepreneurs: an emerging force in the United States*).
- **Newspapers:** *New York Times, Journal of Commerce, Austin American-Statesman, Brownsville Herald, The Dallas Morning News, International Business, Business Press, El Rumbo, and Border Economy*
- **Radio/Television:** *Texas Public Radio, Univision, and ABC News.*

For almost a century,
the Bureau of Business Research
has served the economic interests of the state of Texas.
Across the decades and across industry interests
from agriculture to high technology
and what falls between –
from the Red River to the Rio Grande
and from the Piney Woods to Big Bend Country –
The Bureau of Business Research has served as a
bridge between the large interests and the small.

Through the Global Commercialization Group (GCG) the IC² Institute focuses its efforts to create wealth in diverse economies around the world. Combining IC² know-how, networks, and experience, the GCG incubates high tech ventures, accelerates high tech regional growth, and helps create centers of knowledge that contribute to the growth of entrepreneurs and high tech companies. GCG has worked in 12 countries over the past 6 years, and current projects span from the Americas to Asia and the Middle East.

Learning • Integrity • Discovery • Freedom



Leadership • Opportunity • Responsibility



TechBA (Mexico)

TechBA-Austin partners with IC²'s GCG to ensure best practices and access to the entrepreneurial and financial ecosystems of key technological regions for participating companies. TechBA nourishes the long-standing relationship between Texas and Mexico and emphasizes the importance of working together to explore new opportunities for economic development and investment on both sides of the border. TechBA is committed

to continuing strong bi-national interaction by building the cooperation of business and education and facilitating the development and commercialization of new products and life-saving technologies. TechBA Austin provides business development resources for selected technology companies who are expanding into US/global markets. Since 2005, more than 130 companies have received remote training. Of that group, 45 have participated in the accelerator and generated more than \$33M in revenue for participating companies. *The GCG operates this program in conjunction with the United States-Mexico Foundation for Science (FUMEC) The program is sponsored by the Mexican Ministry of Economy.*

Chile

The Chilean Technology Incubation and Venture Creation Program is based in Santiago, Chile, and Austin, Texas, and reaches out to incubators, entrepreneurs, and innovators throughout Chile. Incubator managers are trained in an IC² technology assessment methodology during a two-month

The GCG has uncovered innovative technologies in unexpected areas around the world. Innovators are introduced to U.S. organizations to accelerate implementation of these exceptional technologies across the globe.

rotational intensive training process. IC² faculty provide a six-week, six-module entrepreneurship workshop for Chilean technology business representatives in Santiago. Chilean Academic faculty members receive additional training in the workshop curriculum to enable them to teach these concepts in their universities. The goal of the business development phase of the Chile program is to ink at least five business engagement agreements between the competition winners and global enterprises outside of Chile who have an interest in establishing an ongoing relationship with these entrepreneurs and their technologies. *GCG works with the Chilean Economic Development Agency "CORFO," and with its innovation development division, INNOVA Chile, to train and mentor participants. The Chilean Technology Incubation and Venture Creation Program is sponsored by Lockheed Martin Aeronautics Company.*

India

Scientists, engineers, and entrepreneurs from across India recently gathered in Delhi to present their innovations to an international panel of technology experts, as part of the DST-Lockheed Martin India Innovation Growth Program. The program, the only one of its kind in India, is a nationwide effort to stimulate and accelerate early stage Indian innovations into commercial markets in India and around the world.

Since its inception, the India Innovation Growth Program has received more than 750 technology applications. More than 200 innovators have been trained in commercialization principles and strategies for taking their technologies to market. Ninety of these innovators' technologies have received in-depth commercial analysis, and from this group, forty business relationships have been established (24 in India and 16 in the US and other global markets). Thus far, the program has awarded a total of 44 innovators with medals for excellence in innovation. *The program was launched in 2007 as a corporate social responsibility project by the Lockheed Martin Corporation. This year, Lockheed Martin was joined by India's Department of Science and Technology as a full partner. The program is managed by a team comprised of the Federation of Indian Chambers of Commerce and Industry (FICCI), the GCG, and the Indo-US Science and Technology Forum (IUSST).*

Korea

The UT-Gyeonggi Innovation Center, operated in partnership with the IC² Institute and the Gyeonggi Small Business Center, works to enhance and promote South Korean entrepreneurship, identify promising technology start-up companies and introduce them to the United States market.



Now in its second year, the business development program has resulted in the execution of 11 business agreements, including BEAs, MOUs, distribution agreements, etc. The program used proven IC² Institute methodologies to identify innovations with strong potential for commercialization, to select 20 semi-finalists from over 160 company applications. The training phase of the program was initiated with more than 40 innovators. While training is underway, researchers are busy researching and drafting Quicklook Reports for the 20 Semi-finalist companies. On completion of training and Quicklook Reports, a final business presentation competition will take place. Twelve finalist companies will advance to the business development phase of the program. *The UT-Gyeonggi Innovation Center is sponsored and funded by the Gyeonggi Province government.*

Egypt

On November 25, four technology finalists were announced in Cairo, Egypt, capping off a three-and-one-half month pilot project between the Science and Technology Development Fund (STDF), a part of the Egyptian Ministry of Scientific Research, and IC² Institute. These finalists competed against a total of 45 technologies that were analyzed for commercialization potential, and will receive a minimum of USD\$15K each by the STDF, in addition to ongoing support and training to help bring the technologies to market.

The key to regional prosperity is a strategic combination of technology, entrepreneurship and education. The GCG works with regional policy makers, educational institutions, and both local and international investors, to promote venture growth and accelerate sustainable technology-based economic development.

New Experiments in Catalyzing the Economic Growth of a Nation

UT Austin | Portugal

INTERNATIONAL COLLABORATORY FOR EMERGING TECHNOLOGIES, CoLAB

Academic Focus: Advanced Digital Media

The IC² Institute coordinates a collaborative, interdisciplinary academic effort to strengthen Portuguese scholarly research and graduate-level education, industrial links, and academic entrepreneurship – the UT Austin | Portugal International Collaboratory for Emerging Technologies (CoLab).

This five year project has recently completed its third year, in which three academic departments (Digital Media, Advanced Computing, and Mathematics) are engaged in working with Portugal universities to build research and educational excellence and collaborations in support of a central CoLab focus – Advanced Digital Media – an area that spans technology and software development, interface, industry, digital art, and media. Portugal has initiated similar programs with

DIGITAL MEDIA



the Massachusetts Institute of Technology, Carnegie Mellon University, and premier institutions across Europe, but the academic focus on Advanced Digital Media is unique to UT Austin's agreement.

In addition to promoting joint international research projects, establishing joint degree programs, providing international internships, and developing summer graduate level courses, CoLab is helping to establish the FUTURE PLACES digital media festival and competition in Porto, Portugal.

In October 2009, the second annual FUTURE PLACES digital media festival and competition offered workshops, networking activities, media exhibits, screenings, and performances. FUTURE PLACES was created to bring together emerging and established digital media artists, scholars, and industry actors to learn about different advances in the digital technologies and production techniques, build professional relationships, and showcase innovative applications of digital media from around the world. The festival brings global attention to Portugal's status as a rising center of high tech creativity and production, and features the work of Portuguese artists, technologists, and academics within an international context. *The UT Austin | Portugal CoLab is sponsored by Portugal's Foundation for Science and Technology (FCT) which is overseen by the nation's Ministry of Science, Technology, and Higher Education.*

University Technology Enterprise Network

Another part of the CoLab program is the University Technology Enterprise Network (UTEN). Directly overseen by the IC² Institute, UTEN's mission is to create a professional, globally competitive, sustainable national technology transfer and commercialization network within Portugal.

UTEN focuses on three main activities to grow and strengthen the network.

1. Specialized workshops in international technology transfer that bring international experts into Portuguese institutions. Recent workshops included:

- Case studies on technology transfer and intellectual property protection
- Disseminating IP knowledge in universities
- Experiencing technology transfer in Cambridge
- Experiencing technology transfer with Carnegie Mellon
- Experiencing technology transfer with MIT
- From the lab to the market place: obtaining strong patents
- Human capital and entrepreneurship
- Knowledge networks and international flows of knowledge
- Technology commercialization for entrepreneurs
- Technology commercialization for researchers
- Technology licensing and negotiations
- The practice of technology transfer and commercialization.

2. On-the-job training and internships for Portuguese technology transfer professionals at institutions throughout Texas. Interns are placed in Texas universities, laboratories, incubators and law firms where they participate in the work of their host organizations as well as develop technology cases which they bring from Portugal.

3. Portfolio and technology assessment of Portuguese technologies. UTEN staff work with technology transfer officers at Portuguese institutions to identify the most promising technologies in their portfolios and link them to international market opportunities.

UTEN

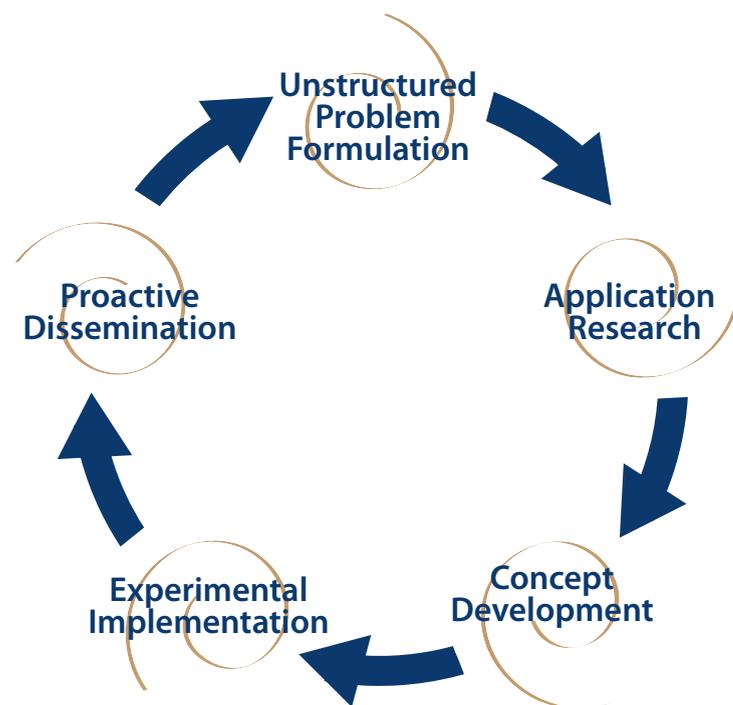


The IC² Institute “Think & Do” Research Process

It begins with the formulation of an unstructured problem that becomes articulated for application research. Concepts for open-ended solutions are developed and discussed. The most promising are attempted.

Successful methods are tested in various situations, to determine the limits of those methods, and a set of best practices is developed. These best practices become formulated in publications, coursework, and methods that can be dispersed abroad.

As these methods are applied abroad, new problems will arise to be addressed. Some of these problems will be similar, but many will be quite diverse. Some of the previous solutions will succeed again, but not all, and not in every place. So new concepts are again explored and employed.



It sometimes works like this...

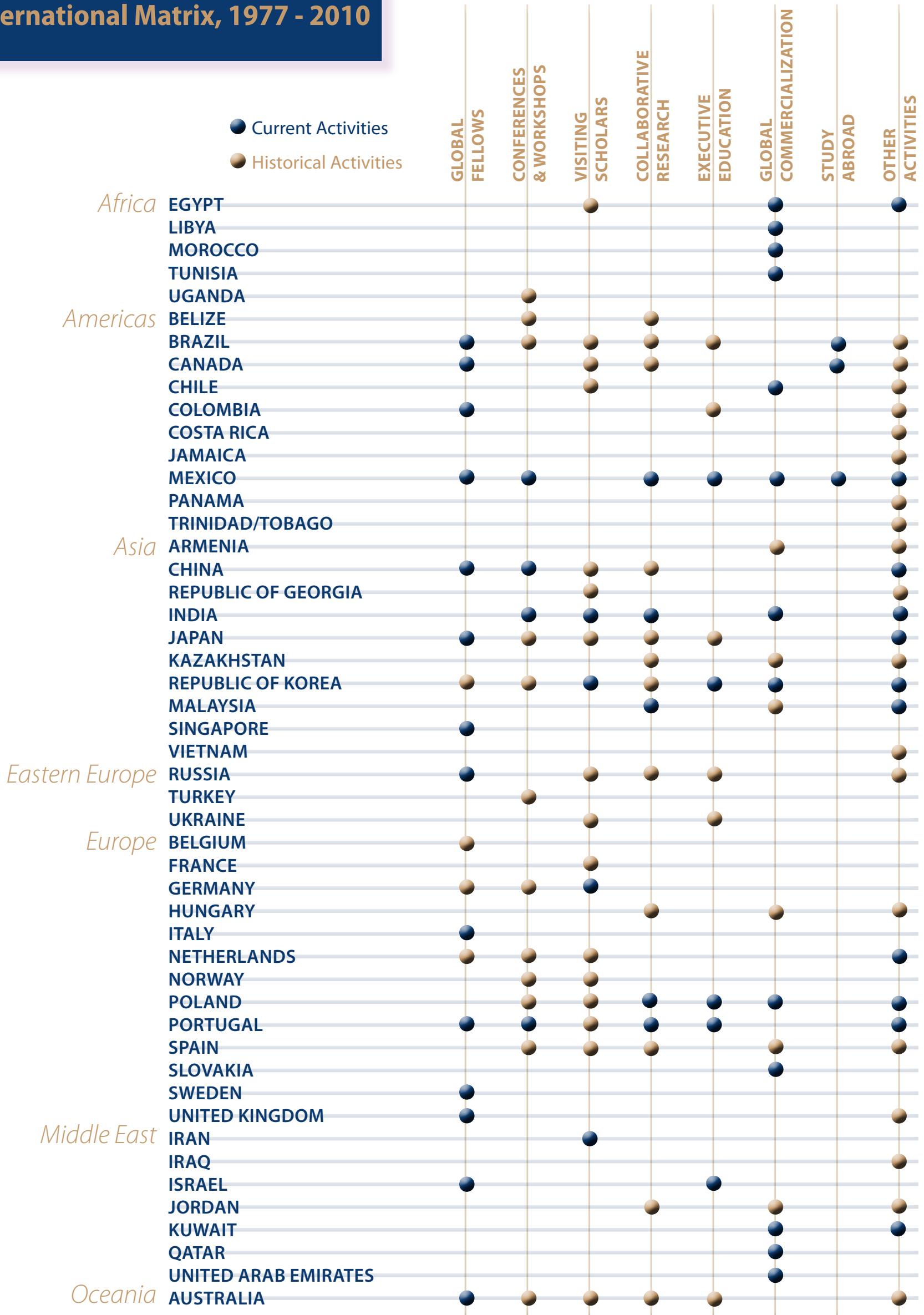
The Global Commercialization Group applies the sum of the Institute’s research in technology commercialization, business incubation, and regional development, against problematic economic paradigms. As IC² Institute research grows, so do the economic development tools made available through the GCG.

The *technology transfer office* represents a strategic focal point at which a region may catalyze technology commercialization. The Institute has recently developed a new program to train Portugal’s *technology transfer officers* through the University Technology Enterprise Network (UTEN) of the UT Austin | Portugal International Collaboratory for Emerging Technologies (CoLab). The UTEN project has brought together premier talent and expertise from across Texas to develop a broad set of best practices to train technology transfer managers and officers to recognize opportunities and avoid common pitfalls. As they bring together this know-how, the UTEN group utilizes commonly available web-based tools to increase both networking and education opportunities.

The GCG is receiving significant response as it makes this training available to its development partners’ technology transfer offices.

One lesson leads to another as the IC² Institute extends its research boundaries from one project to the next. We don’t just study successful economic regions. We examine *emerging, developed, and developing* economies, as well as *economies in crisis*, to help determine both *short-term goals* for quick success and *long-term goals* for sustainable growth.

IC² Institute Activities International Matrix, 1977 - 2010



Create Wealth by Taking Emerging Technologies to the Marketplace

knowLedge

INNOVATION

- In Class or Online
- One Year Graduate Program
- Fridays and Saturdays, Alternate Weekends

For more information about the M.S. in Technology Commercialization Program at UT Austin, contact:

512.475.8923

mstc@ic2.utexas.edu

ic2.utexas.edu/mstc

Knowledge
M\$TC
Innovation

THE UNIVERSITY OF TEXAS AT AUSTIN
MASTER OF SCIENCE
Technology Commercialization

Attend an Information Session:

When: February 11, 2010 • 6:30-8 p.m.

Where: IC² Institute - 2815 San Gabriel
Austin, TX 78705

RSVP: ic2.utexas.edu/mstc/rsvp