



UC DAVIS

CENTER FOR ENTREPRENEURSHIP

Paving the Way from Lab to Market

SCHOOL ESTABLISHES LAUNCH PAD FOR NEW BUSINESS DEVELOPMENT

Bringing under a single umbrella several innovative academic programs, research commercialization efforts and new business development initiatives, the Graduate School of Management has established the UC Davis Center for Entrepreneurship to serve as the nexus for entrepreneurship education and research—and as a springboard to speed the transfer of technology and discoveries to the marketplace.

AN AVENUE FOR ENTREPRENEURIAL TECH TRANSFER

Hargadon's vision is to build bridges from scientific discovery to real-world applications, bringing cutting-edge campus research together with entrepreneurial capital.

"Federal and state research funding is increasing attached with provisions and higher expectations for technology transfer and commercialization," Hargadon said, adding that this represents a real culture shift for the campus.

"This is a new area for most faculty and researchers because it extends beyond the typical journal publications, white papers and presentations," he noted. "Many scientists may not understand what it means to make a contribution to industry."

To help UC Davis scientists and researchers begin thinking differently about the potential endgame for their work, the center offers Business Development Programs—a year-long series of courses and intensive week-long "boot camps" in entrepreneurship.

"Science, engineering and business students work in interdisciplinary teams to identify, design and validate new business opportunities under the guidance of faculty, technology transfer experts and experienced entrepreneurs and investors," Hargadon explained.

This year's class of nine hand-picked Business Development Program Fellows includes researchers specializing in fields ranging from condensed matter physics, distributed computer systems and silicon nanostructures to mosquito malaria immunity, energy efficient transportation technologies and cryo-electron microscopy of proteins related to cancer. These fellows team with and learn alongside MBA students in the year-long program.

"The combination of researchers and MBA students yields an explosive mix with brainstorming sessions that spark new ideas," said fellow Riccardo LoCascio, a Ph.D. candidate in microbiology. LoCascio's research looks at how beneficial bacteria in infants' intestines interact with complex sugar found exclusively in human breast milk. His goal is to find ways to improve infant formulas.

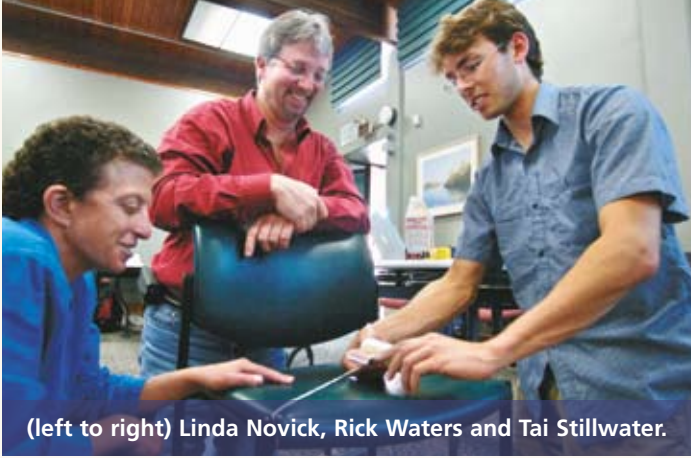


(left to right) Anthony Eggert, Kate Bauerly and Yousif Hazani.

As a team-building exercise to spark creative thinking on the first day of the Center for Entrepreneurship's week-long Business Development Program "boot camp" in September, UC Davis researchers put their heads together to launch a malt ball to a target using only masking tape, two file folders, a pencil, a playing card, a Styrofoam cup, rubber bands and paperclips.

Under the direction of Associate Professor Andrew Hargadon, the new center—one of four Centers of Excellence at the School—provides UC Davis scientists, researchers and MBA students the skills, resources and network support to make a difference by turning their ideas into action.

By collaborating with campus scientists and researchers and offering academic programs in new business development, Hargadon hopes to harness and accelerate the commercial potential of the fruits of a record \$544 million in annual research funding at UC Davis last year—a level of support that surpasses UC Berkeley.



(left to right) Linda Novick, Rick Waters and Tai Stillwater.

“We are right at the junction between cutting-edge research, social conscience and business leadership. For me, this program is about science and environmentalism embracing business. The result is going to be a new generation of business leaders who are driven to improve the world, not just the economy, and who have the tools to do it.”

— TAI STILLWATER

Center for Entrepreneurship Business Development Program Fellow
Emerging Venture Analyst, UC Davis Energy Efficiency Center
Graduate Student, Institute of Transportation Studies

UC DAVIS AS A MODEL PROGRAM

The Business Development Program’s success in teaching researchers and spinning out start-ups has attracted the eye of the Ewing Marion Kauffman Foundation, the only large foundation in the U.S. to focus on entrepreneurship. Kauffman would like to see the program replicated

nationwide, and it has provided lead funding for the Center for Entrepreneurship’s week-long Green Technology Entrepreneurship Academy in March (*see sidebar*).

Meanwhile, Hargadon and venture capitalist Scott Lenet, a founder and managing director of DFJ Frontier, an early stage technology

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Solving Environmental Problems through Innovation

GREEN TECHNOLOGY ENTREPRENEURSHIP ACADEMY SET FOR MARCH IN TAHOE

With the growing global environmental crisis, the need for practical solutions to energy and resource conservation has become a major issue. The challenge lies in translating environmentally sustainable technologies and research into viable business ventures.

To plant the seeds of commercialization and help grow more innovative green businesses, the UC Davis Center for Entrepreneurship will host the first Green Technology Entrepreneurship Academy from March 26–30 at the new Tahoe Center for Environmental Sciences (TCES) in Incline Village, Nev.

“Selected science and engineering Ph.D. and post-doctoral students from across the country and faculty will spend a week learning to recognize, develop, and bring to market green technology and advances built on their cutting-edge research,” said Associate Professor Andrew Hargadon, director of the Center for Entrepreneurship.

The intensive five-day program will mix participants in teams and immerse them

in lectures, practical exercises and hands-on experiences. The academy will offer tracks focused on clean energy (energy efficiency and alternative fuels); clean air, water, and soil; sustainable agriculture; remediation; and sustainable materials.


The curriculum is based on the academic principles of the Graduate School of Management’s technology management and entrepreneurship programs. Throughout the week, UC Davis and other university faculty, investors, entrepreneurs and industry executives will teach and advise researchers hand-selected from other academic institutions across the nation. Students will learn about the path from laboratory to market, and the resources that are available along the way.

The Lake Tahoe location could not be a more appropriate venue. TCES is a world-class center for research and education, designed to support programs that help protect the quality and future of environmentally threatened lakes and watersheds. The recently opened

\$24 million facility was built with green technology and operates as a collaborative partnership between UC Davis, Sierra Nevada College, the Desert Research Institute and the University of Nevada-Reno.

The Ewing Marion Kauffman Foundation is providing lead funding for the academy. Other sponsors include the National Science Foundation, Sierra Angels, Sierra Nevada College, Tahoe Center for Environmental Sciences, UC Davis Energy Efficiency Center, UC Davis John Muir Institute for the Environment, UC Davis Tahoe Environmental Research Center, UC Davis Energy Efficiency Center, National Council of Entrepreneurial Tech Transfer, venture capital firm DFJ Frontier, and DFJ Element, a leading venture capital fund investing in clean technology.

For complete information and to apply, visit:

 <http://entrepreneurship.ucdavis.edu/green>

venture capital fund, have been working through Lenet's DFJ's affiliates to spread the Business Development Program curriculum to other research campuses. UC Davis is now the model for similar courses offered at the University of Illinois, Cal Poly-San Luis Obispo, UC Santa Barbara, and the University of Michigan.

"Five years from now this curriculum may be taught at 25 schools across the country—and it was invented right here at UC Davis," said Lenet, an adjunct professor who teaches the Business Development Program with Hargadon and mentors and advises students.

"It's a great way to bring venture capitalists into the universities that traditionally do not have those relationships," Hargadon added.



"Whether for profit or social benefit—or both, the center's activities enable campus researchers, scientists and business students to envision a better world and make it a reality."

**—ASSOCIATE PROFESSOR
ANDREW HARGADON**

Director, UC Davis Center
for Entrepreneurship

SERIAL ENTREPRENEURS SHARE WAR STORIES

To illustrate the energy, exhilaration and ever-present pitfalls in the start-up arena, the center invites innovative and successful entrepreneurs to the School to share their knowledge and experiences with MBA students, researchers, faculty, alumni and area business leaders.

In October, the center hosted Venkat Tadanki, CEO of benefits administration firm Secova, who talked about the future of outsourcing. Next came Mark Randall, CEO and co-founder of Folsom, Calif.–based Serious Magic, a consumer Web video software company that was acquired by Silicon Valley giant Adobe Systems Inc. Randall described the attitude and fortitude it takes to be a successful entrepreneur, wryly calling his presentation: "How It Really Works: Entrepreneurial Secrets of Love, Death and How to Not Make \$650 Million."


RETURNING TO UC DAVIS' ROOTS

Laying the foundation for the center, Hargadon has been in start-up mode himself, securing funding, extending a network inside and outside the university, and recruiting an experienced staff. He tapped Nora Moore Jimenez as associate director to oversee the center's strategic planning, fundraising and collaborations. Moore Jimenez previously served as the director of development for the Office of Research and director of UC Davis CONNECT, which helps grow new technology ventures in the Sacramento region.

Program Coordinator Nicole Starsinic manages logistics for the center's academic programs as well as the center's Web site. She brings 13 years of experience as a writer and Web developer in corporate communications.

"This is a real evolution and return to UC Davis' roots," Hargadon said of the center's aim. "As an agricultural extension of the Berkeley campus, UC Davis' original mission was to bring research into the fields to farmers. Now we're expanding that idea: How do we take our world-class research to the communities we serve as a public university and make a difference?"

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