Kathleen Allen, USC:

- Collaboration between schools of business, medicine, and engineering began in 1996 in stealth mode – decided not to ask deans or anyone for help yet. Instead, found people in medicine and engineering who 1) had entrepreneurial spirit, 2) could open doors. After already achieving several small wins, 3 deans were notified, and gave the go ahead.
- Technology Commercialization Alliance (business, medicine, engineering)
  - Need to improve deal making on licenses
  - Education courses offered are interdisciplinary
    - Students say they didn’t learn these things in their own schools
    - Faculty take courses too
  - Monthly workshops
  - Mentors
  - Certificate in Technology Commercialization (3 req. courses, 1 elective)
- Students see value in the program, especially given current job market
- Science and Engineering students love learning the business mindset
- TCA has a new online journal
- New Los Angeles regional biomed park’s commercialization services led by TCA
- NSF grant for National Network for Technology Entrepreneurship & Commercialization (N2TEC)

Steve Currall, Rice: (slides available)

- GSM offers entrepreneurship courses, including one for undergrad seniors only
- Entrepreneurship program is a great way to connect with alumni
- Technology Innovation Alliance Forum Events
  - Keynote speaker: experienced entrepreneur or VC
  - 5 new business presentations
  - Feedback panel: offers really valuable education
  - Service providers: law, accounting, etc.
- NSF grant for National Nanotech Center
  - Co-P.I. to help technologists commercialize the new technology
  - Collaboration with Science and Engineering
• Rice Alliance
  o 23-member steering committee
    ▪ cross campus faculty experienced/interested in technology entrepreneurship
    ▪ alumni
    ▪ staff members
    ▪ multiple perspectives is key: unwieldy to manage, but fun
  o Did ask Deans before starting
    ▪ 3 deans: Business, Engineering, Natural Sciences
      • like a pitch to VC’s
    ▪ Went straight to President after that
      • Leapfrog strategy – skipped over people who could say no
  o Planned for 2 years, launched in 1999
  o Early involvement of many stakeholders
  o Found people by capitalizing on networks of existing relationships
  o Mix of tenured and adjunct faculty is good
  o Be inclusive

John Jaquette, Cornell:

• “Who runs this place?” Ans: all 9 groups of faculty, students, administrators, etc. All groups are important if you want cross campus success
• Alumni have driven entrepreneurship
  o Chair of Entrepreneurship in GSM in 1980s
    ▪ Requires that classes in entrepreneurship be available for all students, including those geared toward small business, no prerequisites
• Want cross campus collaboration, not competition
• Clark Professors
  o Term-limited faculty chair grant $40k/year x 3 years
  o 3-5 faculty at a time from all colleges
  o create new courses in entrepreneurship
  o Boston U. has similar program for $5k/summer and it works too – money not the issue
• The Key: bring faculty together regularly
  o Share campus programs and research
  o 31 faculty are excited about entrepreneurship, being interdisciplinary, and enhancing the connection between content and students
• Don’t forget alumni – they value the collaborative efforts going on

Marie Thursby, Georgia Tech:

• TI:GER program created because students don’t just need training in technology, law, or management, but need to understand the intersections
• Joint between Georgia Tech and Emory
  o All tenure track faculty
  o 2 year certificate program
● PhD’s in science and engineering: broaden education
● JD’s: become patent examiners, including business methods; or consult start-ups and learn how to work with research in a tech environment
● MBA’s: similar to JD’s

• Team experience
  o Goal is to keep same team together for 2 years
  o Students apply, then teams are formed after observations at a retreat and considering functional interests
  o Focus on issues affecting commercial potential of PhD’s research
    ▪ Start at beginning of research (2nd year PhDs)
    ▪ Hypothesis testing → proof of concept → prototype
  • Examine commercialization issues at all stages

● Program is 1 month old
  o 25 students, expect to double size
  o NSF, NCIIA, Peterson grants

• Advisory council
• PhD’s in Mgmt, Law, Economics
  o Use as resources for teams; TA’s
  o Induce to do research in Tech Innovation
  o Expose to innovative research topics

**Question of hidden costs:**

**Allen:** cost is in not getting started earlier because collaboration is key to entrepreneurship

**Currall:** financial hidden costs are there too, such as fundraising, chair endowment, etc.

**Jaquette:** where does the funding come from? Need to be out and active to get programs going

**Thursby:** all funding goes to students so far – need to find incentives for faculty to get more involved, especially junior faculty

Consensus that the goal needs to be how to imbed entrepreneurship culturally – not just separate courses on entrepreneurship, but in every course.