



Engineering Research Center ILO Retreat

Wednesday, June 20, 2012



Our Mission

*"To Foster our Nation's
Competitiveness in the Global
Economy by Promoting our
Nation's Innovations"*





What is the Innovation Accelerator?

- Private side of a Public-Private Partnership with the National Science Foundation (NSF)
- Initial Focus: Assisting Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Grantees *commercialize* their funded technologies
 - Business Strategy
 - Strategic Partnerships
 - Funding Opportunities



The Value of IA

- Understand the Audience
 - SBIR/STTR
 - Technology-driven Start-ups
 - Industry Driven Innovations

- Extensive Network Outside NSF
 - Kauffman Foundation
 - USPTO & Other Federal Agencies
 - Experienced/Serial Entrepreneurs
 - Industry Leaders





ERC Technology Commercialization

Challenge: corporate members are typically not well positioned in the near term to license and commercialize technologies emerging from the ERCs

- Technology is still too nascent / brittle
- Market opportunities are broad and fuzzy
- Little or no proprietary value-added IP
- High risk / ambiguous ROI is a bad formula for immediate financial investment

....Yet

Corporate members typically remain intrigued by the possibilities



Core Competencies

Universities Invent

Start-Up/Small Companies Innovate

Corporations Scale





A New Model for ERC Technology Commercialization ?

- Educate ERC students and stakeholders on the key principles and value of entrepreneurship
- Engage ... business representatives from corporate members to identify and vet potential market opportunities for the funded technology
- Involve ... experienced entrepreneurs to mentor students and otherwise assist in forming start-up companies
- Partner ... with one or more corporate members to further advise on new ventures
- Funnel ... resulting opportunities into the NSF SBIR program



Refactored Materials: A Case Study

- SynBERC
- IA Entrepreneur in Residence acted as Mentor
- Received NSF SBIR Funding



IA Is Well-Positioned to Help

- Apply Lessons Learned from our Phase II Grantee Commercialization Efforts
- Leverage our SBIR Relationships and Know-How
- Utilize our External Network



How IA Can Help

- Interactive Workshops
 - NSF SBIR Case Study Panels
 - “Mini” Sessions on KEY Topics with Outside Experts
- Develop or Adapt an Entrepreneurial Training Curriculum
 - Kauffman FastTrac
 - Peter Keeling Program
- Develop a Web-based Tool Kit for ERC’s
- Develop an Entrepreneurial Mentoring Program
- Identify a “Path to Success” from ERC to Commercialization via NSF





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