

Summer 2004

UF TECHALERT: Exciting Free Service for Identifying Cutting-Edge Technologies

The University of Florida is proud to announce a new service to its commercial partners that will help them identify cutting-edge technologies to expand product lines or improve manufacturing processes. UF TechAlert is a simple, free, web-based service that instantly notifies subscribers of University of Florida technologies available for licensing in their specific areas of interest. It also provides a valuable service for entrepreneurs looking for technologies that could be the basis for a startup company.

UF TechAlert generates a text-only email to subscribers with a web link to a description of the new discovery and contact data for more information. For example, a company that manufactured construction equipment would have learned of a novel roadway barrier that can successfully redirect a standard pickup truck approaching from a 25-degree angle, preventing it from crashing into a work zone and protecting the passengers in the vehicle.

UF TechAlert subscribers interested in information technology would have received instant notification about pervasive wireless services that enable elders to live safely and independently, such as the Smartphone-based Medicine Reminder System and iSecure Home Security and Control System.

If a food manufacturer had subscribed to UF TechAlert this summer, they would have been among the first to read about a groundbreaking carb-free tortilla-style wrap called Flaquitas, now drawing significant attention from industry.

"This kind of customizable service is very helpful to our industry partners," said Jane Muir, Associate Director of the university's Office of Technology Licensing. "It provides automatic access to the latest commercial-grade discoveries from one of the country's leading research universities."

To subscribe to UF TechAlert, simply go to this URL, http://apps.rgp.ufl.edu/otl/tech_updates1.cfm.

UF's tech transfer office has been particularly aggressive in marketing innovations from university faculty and staff, and is gaining a reputation among university technology licensing offices as a leader in this respect. UF Tech Alert has been a featured element of this success, presented recently at the annual meeting of a national tech transfer group, the Association of University Technology Managers (AUTM).

"We are pleased to offer this service to UF faculty," said Muir. "Our role is to help our faculty inventors get their innovations to the marketplace where they can make a significant impact, helping people and creating jobs." For more about how OTL facilitates tech transfer from UF to industry, see this issue's *Benchtop to Marketplace* story. ■



UF TechAlert is a new marketing tool the Office of Technology Licensing has developed to put breakthrough UF technologies in front of potential industry partners. Subscribe to UF TechAlert at www.otl.ufl.edu.

SBIR/STTR FUNDING Second Workshop Slated for September 2004

Fifty entrepreneurs from the UF community participated in the April SBIR/STTR Funding Workshop led by industry insiders Gail and Jim Greenwood, nationally known for their expertise and success in helping companies and entrepreneurs achieve success in these programs. Technology companies seeking funding learned how to target their applica-

UF a Technology Business Creation Center

The University of Florida is gaining a reputation throughout the U.S. as a technology business creation center. In fiscal year 2003 alone, the university spun off ten new firms in addition to those already in residence at the Sid Martin Biotech Development Institute and the GTEC. The investment community is taking notice, with venture and other capital eager to stay involved in these exciting developments. This issue details some successes and gives more insight into how UF's business creation engine works for our faculty innovators, business and community partners. ■

tions and improve their chances of securing funds through the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs.

These programs represent millions of dollars each year for technology businesses—one reason for the highly

competitive application process is that these funds do not need to be paid back. Gainesville area technology entrepreneurs gained valuable guidance on how to navigate the application process. In fact, the workshop was so well received, and the Greenwoods recognized the flood of potential in the UF community, that plans are underway for another workshop, tentatively scheduled for September 2004.

Like the Greenwoods' Spring workshop, this event will provide a step-by-step proposal strategy, tips on compliance and government cost accounting, sample proposals, and other information necessary for navigating the application process. However, the next workshop will provide more hands-on experience for attendees to work one-on-one with an instructor to review the particulars of their application. According to Jim Greenwood, "The Fall workshop at UF will position attendees to be competitive with their applications to SBIR/STTR agencies, which typically have due dates between late summer and early winter."

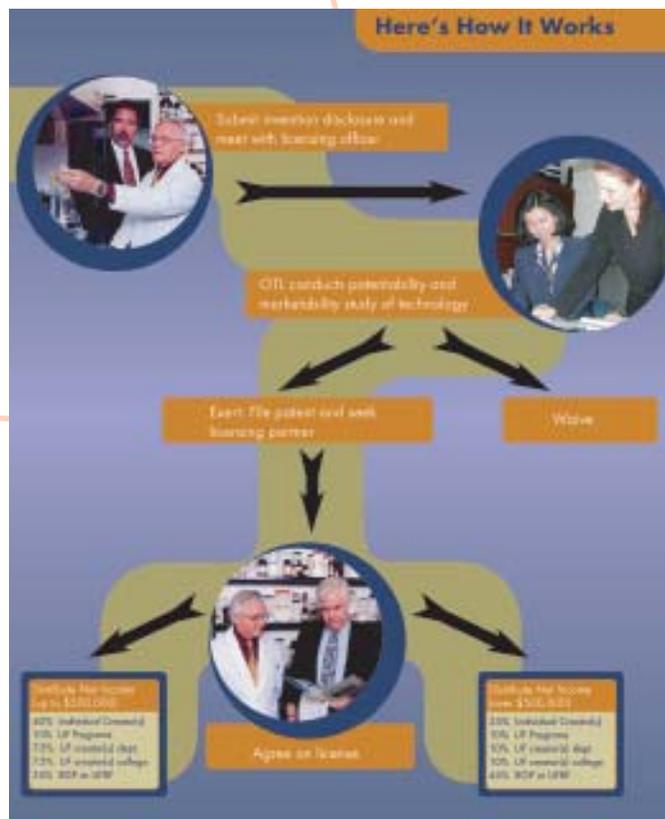
For more information about the Fall 2004 SBIR/STTR Proposal Preparation Workshop, contact Terry Lemesh, University of Florida EDA University Center Coordinator, at (352) 846-1840 or by email at tjlemesh@ufl.edu. ■

BENCHTOP TO MARKETPLACE Drug Discovery at UF

You've invented a new drug that will improve people's lives dramatically, if only you can get it into their hands. What's the fastest way to take your discovery from lab to market? If you said 'Share my research results publicly where other researchers and drug manufacturers can freely access the information,' you are not only wrong, but you may be preventing your groundbreaking research from ever benefiting anyone.

In a nutshell: Pharmaceutical companies will not touch a technology—no matter how incredible—unless they are fairly confident their roughly \$800 million development investment will ultimately be profitable. No drug will be profitable if the company can't protect its interests in it—and the only way to do that is through the patent process. However, if a drug company finds enabling information about your new pharmaceutical in the public domain, unprotected, there's no way that company can protect *its* interest either. So the *only* route from your UF lab to drug store shelves where people can actually access your discovery is through the Office of Technology Licensing (OTL).

OTL staff is knowledgeable about the patent process and license agreements, and experienced at introducing researchers and technology experts to the world of business—which can be difficult to navigate. UF is fortunate to have one of the larger university licensing offices in the country, consistently ranking in the top ten in license revenue generation. ■



START-UP SUCCESS: SMART STRUCTURES, INC. UF Tech Transfer Improves Building and Bridge Safety

Smart Structures, Incorporated (SSI) is a newly formed company that uses UF-developed technology to measure stresses on concrete piles used as the foundation for buildings and bridges. The technology casts a wireless sensor package directly into wet concrete piles, so that when the piles are driven into the ground, load capacity data is transmitted to engineers, who can



Dr. Charles M. McVay's technology is SSI's platform

then monitor the structural integrity of the project. SSI's approach solves the cost-accuracy trade-off of load testing by making it cost effective to test every pile in a foundation, ultimately leading to safer structures. This promising partnership between industry and academia resulted from the proactive efforts of David Day

and the licensing staff at UF's Office of Technology Licensing, who introduced the primary inventor, Dr. Michael McVay of UF's Civil and Coastal Engineering Department to what later became SSI's executive team: Tom Chiarella and Richard Hecht, both formerly of Questa Corporation.

According to Day, "It's great to be involved in making a connection like this between a solid technological innovation and an experienced management team. This is what tech transfer is all about, serving faculty and community by getting the results of UF's cutting edge research out there where people can benefit from it."

McVay agrees, "This invention is going to fulfill its potential in the marketplace. That's a really exciting opportunity for a technology that began in a university laboratory."

Most recently, SSI filed a successful application for a space in the Gainesville Technology Enterprise Center (GTEC). The company has moved into the incubator facility and plans to begin raising money soon. ■

UF EDA UNIVERSITY CENTER Business Creation Catalyst

BY JANE MUIR, UNIVERSITY OF FLORIDA EDA UNIVERSITY CENTER DIRECTOR

The University of Florida EDA University Center was created almost two years ago as a partnership between the University of Florida and the Economic Development Administration to provide a venue for bringing together the necessary elements to create companies. This ideal partnership helps Florida universities accomplish one of their key goals: taking research from the benchtop to the marketplace. It also helps EDA accomplish its mission: creating jobs and generating private investment to help the economy.

The University of Florida EDA University Center collaborates with many public and private organizations to foster new business creation. It develops new programs, sponsors events, and facilitates mutually beneficial connections. Housed in and supported by the university's Office of Technology Licensing, the University of Florida EDA University Center is at the pulse-point of the region's high-tech start-up activity. Because of the tremendous volume of research generated at UF and the user-friendly reputation of its Office of Technology Licensing, the University of Florida EDA University Center serves as a magnet for entrepreneurs and investors seeking new opportunities, and a catalyst for new business creation.

The Center's function is four-fold: 1) Helping faculty take discoveries from the laboratory to the market to benefit society by

connecting them with experienced entrepreneurs who can assist with the complexities of creating a business. 2) Helping entrepreneurs identify technologies appropriate for start-up enterprises and introducing them to the technical expertise to support further development of the technology. 3) Helping UF start-up companies locate appropriate facilities and resources, including those found at our two local incubators, the Sid Martin Biotechnology Development Incubator (BDI) and the Gainesville Technology Enterprise Center (GTEC). 4) Helping investors identify start-up firms in need of funding that are well-positioned to generate a suitable return on their investment.

The Center is funded with support from the U.S. Department of Commerce Economic Development Administration, UF Research and Graduate Programs, Office of Technology Licensing, College of Engineering, and Sid Martin Biotechnology Development Incubator.

The Center was recently nominated for the EDA's 2004 Award for Excellence for Tech-Led Economic Development. ■

During the Center's first 18 months, its clients attracted over \$40 million in private investment and created 121 new jobs.

CALENDAR OF EVENTS

Opportunities for Entrepreneurial UF Faculty

AUGUST 2004

12-13: ITFlorida Awards Gala and Conference

Deadline to submit nominations: July 1

- Recognizing excellence in information technology
- Walt Disney World Contemporary Resort, Orlando
 - For more information, contact ITFlorida at (800) 748-1120 or visit the website at www.itflorida.com

SEPTEMBER 2004

15: Assembling the Right Board for Your Company

- Speaker: Garheng Kong, Intersouth Partners
- Best Western Gateway Grand, Gainesville
 - RSVP to Terry Lemesh at tjlemesh@ufl.edu

23: Telling Your Story: The One-Minute Value Proposition

Deadline to apply for one-on-one coaching: Sept. 17

- GTEC, 2153 SE Hawthorne Rd., Gainesville, FL
- RSVP to Terry Lemesh at tjlemesh@ufl.edu

29: Innovation Florida 2004

Early Stage Capital Conference - Investing in the Future

- The Ballroom at Church Street, Orlando, FL
- Visit the www.cfic.org or call (407) 277-5411

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OCTOBER 2004

5-7: Southeast Technology Expo

New Frontiers in Therapeutics - Emerging Technologies in Infectious Disease and Oncology

- Sheraton Imperial Hotel, Research Triangle Park, NC
- Contact Susan E. Brown at (919) 541-7401

NOVEMBER 2004

7-9: 6th Annual Southeastern Bio Investor Conference (SEBIO)

Featuring the South's best life sciences investment opportunities

- Doral Golf Resort & Spa, Miami, FL
- Visit www.sebio.org for more information

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