

COMMERCIALIZATION OF UNIVERSITY RESEARCH BENEFITS US ALL

Just a quarter century ago, legislation was enacted that has led to the greatest technological revolution of our time. The Bayh-Dole Act of 1980 gave universities the right to stake a claim in federally-funded discoveries generated in their laboratories, and obligated them to proactively protect this intellectual property and seek commercial partners to bring discoveries to the market.

Technology transfer is the vehicle by which ground-breaking discoveries travel from the lab to the marketplace where they can benefit society. From cancer treatments to safer highway barriers that help prevent traffic accidents, new technologies have a powerful impact on the average person. The University of Florida's Office of Technology Licensing (OTL) is responsible for developing the pathway from UF laboratories to the marketplace where people all over the world can access the innovation they need to lead a better life.

Additional benefits are the relationships established with companies licensing UF technologies, which can lead to increased industry-sponsored research activities. Since most technologies being licensed are early stage, they typically need further development efforts to make them commercially viable. Licensees often sponsor the original inventors to do this ongoing work. Students working on these projects gain valuable knowledge about both basic and applied research, and many have been employed by these companies after graduation.

Locally and statewide, the economic impact of technology transfer is profound. A recent study of UF-affiliated companies showed that during 2003 these firms created almost 2,000 new jobs and had a total economic impact of \$456.2 million on the Florida economy.

Housed in and supported by OTL, the UF Economic Development Administration (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 OTL, the UF EDA University Center serves as a magnet for entrepreneurs and investors seeking new opportunities, and is a catalyst for new business creation.

Another benefit of tech transfer is the licensing income received from companies, which has been channeled back into the university to fund additional research and build new facilities.

During Regeneration Technologies, Inc. (RTI)'s early years, UF took licensing fees for the company's bone-shaping technology in hundreds of thousands of shares of stock, leaving the company cash to spend on operating expenses. After the company became successful and went public in August 2000, the university was able to sell its stock for more than \$60 million. The university is using much of that money for the construction of two buildings on campus — the Genetics and Cancer Research Building and the Orthopaedic Surgery and Sports Medicine Institute.

Patenting and commercialization activity also assists the university in recruiting, rewarding and retaining faculty and students. UF consistently ranks in the top 10 universities — public and private — in licensing income. More and more today, faculty members like neuroscientist Dennis Steindler are meeting with OTL prior to accepting a position at UF to establish a relationship and assess the staff's ability to help commercialize new discoveries.

Like so many others, Steindler realized early in his career that just having a good idea or a new discovery isn't enough. It takes a commercial partner and a technology licensing office both willing and capable of facilitating commercial relationships to enable the discovery to get to the market, especially for start-up companies. ■

OPPORTUNITIES TO GET INFORMED

SBIR/STTR Funding Boot Camp November 2

National experts Jim and Gail Greenwood will lead another workshop detailing how to successfully apply for funds through the Small Business Innovation Research (SBIR) and Small Business Technology Transfer Program (STTR).

SBIR and STTR are federal programs that provide over \$2 billion in grants and contracts each year to small and start-up companies to develop new or enhanced products and services based on advanced technologies. About 40% of SBIR Phase I awards made each year go to firms with no prior SBIR experience.

The Greenwoods have brought their hands-on workshop to UF several times in the past two years, giving participants the opportunity to work on a Phase 1 proposal and receive a free critique of their proposal.

Seating is limited to 30, so if you are interested in attending please contact Terry Lemesh, UF/EDA University Center Coordinator at tjlemesh@ufl.edu or call 392-8929.

An earlier event that many UF faculty are taking advantage of is the early-stage series aimed at helping young companies fine-tune their message and gain experience presenting that message to a panel of venture capital firms. If you missed this opportunity but would like to participate in a future series, please contact Terry Lemesh. ■

UF PRODUCTS IN THE MARKETPLACE

MuscleTech's GAKIC



GAKIC, a patented pre-workout muscle-building supplement, will be sold nationwide beginning this month in GNC retail outlets. GAKIC was invented by Dr. Bruce Stevens of the UF College of Medicine, Department of Physiology. ■

OTL SERVICES

Schedule a Presentation for Your Lab

Help your colleagues and research group better understand the value and process of commercializing technologies by scheduling a presentation with the Office of Technology Licensing (OTL). Our professional staff is happy to attend your lab or staff meeting to talk about your unique needs and to answer questions.

We are well-versed in the patenting and licensing process and can help faculty understand the value of these efforts in advancing their research and careers.

Let us share with you how OTL can help you achieve your goals to get your discoveries to the marketplace where they can help solve problems.

To arrange a presentation, please contact Andrea Huisden at 392-8929 or by email at huisdeaf@ufl.edu. ■



OTL – Bridging the Gap Between Laboratory and Marketplace

OTL SERVICES

Marketing Your Discovery

UF's Office of Technology Licensing is well recognized as a leader in marketing faculty inventions. But, it's a team effort. The majority of licensees nationwide are brought to the attention of tech transfer offices by faculty researchers.

In addition to creating flyers (called Technology Opportunity Sheets) highlighting the features and benefits relevant to potential commercial partners, OTL also has a very powerful online marketing tool. The Technologies Available pages at www.otl.ufl.edu are searchable by keyword, and generate a number of queries each month from businesses looking for more information on a given invention.

UF TechAlert is an email service for companies and investors who want immediate updates each time a new UF technology description is posted to the web.

One of OTL's priorities is to locate promising commercialization partners for UF technologies. And one of the most effective tools for doing so is the subject matter expert: you!

If your discovery has been the subject of an OTL marketing campaign and you're planning to go to a conference or meeting where there might be potential licensing partners, please contact us in advance. We are happy to provide you with copies of these materials to disseminate at the conference.

To request marketing materials for your technology, please contact Andrea Huisden at 392-8929 or by email at huisdeaf@ufl.edu. ■

UF START-UP

Mazyck Technology Solutions, LLC

Drs. David Mazyck, Cy Wu, Kevin Powers, and their research groups spent five years developing a technology at the UF Department of Environmental Engineering Sciences. The result was a highly effective method for removing mercury from both liquid and gas streams.

While conducting this research, Dr. Mazyck served as consultant to a number of companies pursuing various environmental clean-up ventures. One such company was run by Chris Sauer, an energy and environmental technology entrepreneur whose specialty was in applying new technologies to solve industrial operations challenges. With the backing of a couple of investors, Sauer and Mazyck began laying the groundwork to exploit the technology's commercial potential.

With the help of Bruce Clary, Assistant Director of the University of Florida Office of Technology Licensing, and a couple of investors, Sauer and Mazyck formed a start-up company to license the invention and develop its commercial applications.

Mazyck Technology Solutions, LLC (MTS) has already accomplished much, including a strategic alliance with

engineering and construction giant Ford Bacon & Davis, LLC. MTS has established a main office in Gainesville and hired five full-time employees and several lab assistants.

MTS's proprietary Mercury Recovery Unit (MRU) captures the mercury from industrial processes, preventing it from being released into the environment where it bio-accumulates and threatens the health of myriad bird, fish, and other wildlife species, not to mention humans. The MRU goes a step further and enables recovery of the mercury, which can then be reused by the plant.

Mazyck is pleased. "It's gratifying when years of research finally have the positive impact you dreamed it would."

For more information about Mazyck Technology Solutions, contact the company at (352) 378-4950 or seedwards@MazTechSolutions.com. For more information about this and other UF start-ups and technologies available for licensing, visit the Office of Technology Licensing on the web at www.otl.ufl.edu. ■

UF'S TECHNOLOGY PIPELINE

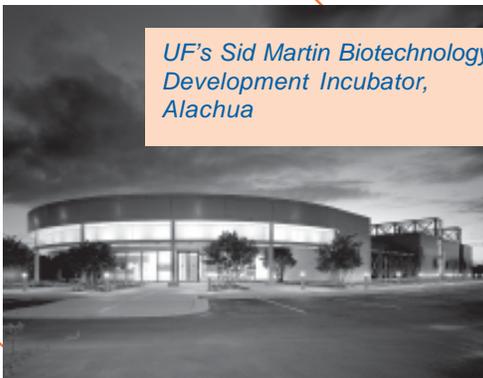
What is a Business Incubator?

According to the National Business Incubation Association (www.nbia.org), "Business incubation is a business support process that accelerates the successful development of start-up and fledgling companies by providing entrepreneurs with an array of targeted resources and services." The incubator includes not only the physical facility, but also the incubator management's network of contacts.

How effective are business incubators? NBIA statistics show that 80% of incubator-based start-up companies are still in business after one year of operation. Compare that to the 20% success rate of start-up companies outside the incubator.

UF's highly acclaimed business incubator is the 40,000 square foot Sid Martin Biotechnology Development Incubator (BDI).

UF's Sid Martin Biotechnology Development Incubator, Alachua



In a national survey of technology incubators funded by the U.S. Department of Commerce, the BDI ranked first in intellectual property licensed to client companies, fourth in average equity investment, and seventh in

average employment growth.

Another local business incubator, the Gainesville Technology Enterprise Center located on Hawthorne Road in east Gainesville, provides client companies with flexible furnished office, dry lab and assembly areas and shared services and equipment.

Both local incubators facilitate introductions to people and resources, including early stage venture funding sources and management candidates. In fact, since its establishment almost 10 years ago, BDI client companies have raised \$55 million in equity investment and have attracted more than \$17 million in grants.

Managers at both facilities – Patti Breedlove at the BDI and Booker Schmidt at the GTEC – also point to the value of daily interactions between resident startups and synergistic tenants, such as serial entrepreneurs and venture capitalists. The GTEC, for instance, is home to the Inflexion Fund, L.P., a seed and early-stage venture capital fund managed by Inflexion Partners, as well as the local Small Business Development Center.

"You can't start a biotech company in a garage. These startups need the special facilities, equipment and business expertise of a biotech business incubator," says Breedlove. "Incubators are the garages of the 21st century."

For more information, visit the incubators' websites, www.gtecflorida.com and www.biotech.ufl.org.



UNIVERSITY OF FLORIDA

University of Florida
308 Walker Hall
Gainesville, FL 32611-5500

NON-PROFIT ORGANIZATION
U.S. POSTAGE
PAID
PERMIT NO. 94
GAINESVILLE
FLORIDA

www.otl.ufl.edu

CALENDAR OF EVENTS

Opportunities for Entrepreneurial UF Faculty

SEPTEMBER 2005

8: Funding 101

- Gainesville Technology Enterprise Center (GTEC)
- RSVP to Linda Garcia at garcialinda@cox.net

19: Fine-Tuning Your Company's Message

- Silicon Valley veteran Kim Marinucci
- RSVP to Terry Lemesh at tjlemesh@ufl.edu

28: GAIN Luncheon

- *Speaker:* Jackson Sasser, President, Santa Fe Community College
- Gainesville Country Club
- RSVP to Linda Garcia at GarciaLinda@cox.net

OCTOBER 2005

26: GAIN Luncheon

- *Speaker:* Winfred Phillips, UF Vice President for Research
- Gainesville Country Club
- RSVP to Linda Garcia at GarciaLinda@cox.net

NOVEMBER 2005

2: SBIR/STTR Phase I Proposal Workshop

- UF McKnight Brain Institute
- RSVP to Terry Lemesh at tjlemesh@ufl.edu

18: Deadline to apply to present at 2006 Florida Venture Capital Conference

- Conference: Jan. 31-Feb. 1, Ponte Vedra Beach
- For more information, www.floridaventureforum.org

30: GAIN Luncheon

- Gainesville Country Club
- RSVP to Linda Garcia at GarciaLinda@cox.net

UF Office of Technology Licensing

Director: David Day dlday@ufl.edu

Associate Director: Jane Muir jmuir@ufl.edu

Assistant Directors:

Biomedical Sciences

Elizabeth Garami egarami@ufl.edu

Anita Rao arao@ufl.edu

Life Sciences

John Byatt jbyatt@ufl.edu

Engineering & Physical Sciences

Bruce Clary bclary@ufl.edu

Karl Zawoy kzawoy@ufl.edu

Pharmaceuticals

Anthony Palmieri ap3@ufl.edu