

Technology Entrepreneurship Program

Real-world practice with real-world technologies



Pacific Northwest
NATIONAL LABORATORY

Proudly Operated by **Battelle** Since 1965

“The Technology Entrepreneurship Program at the University of Oregon prepares business, law, and science students for the real world by leading them through a disciplined process for evaluating technologies, markets, and business feasibility; conducting business planning; and honing communication skills in the form of investor presentations, and preparation for answering questions.”

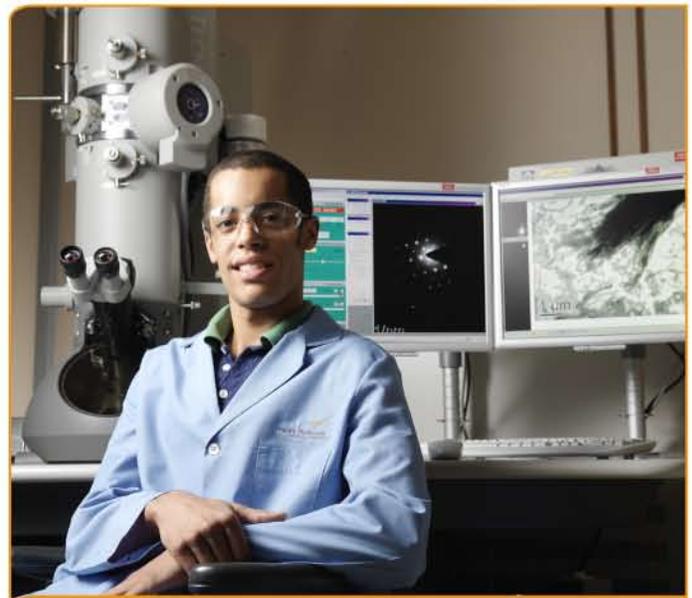
– Donald Upson, University of Oregon

What it's all about

Pacific Northwest National Laboratory's (PNNL) Technology Entrepreneurship Program (TEP) provides university students with access to PNNL-developed available technologies. Laboratory staff work with the students to select a promising technology available for study. The students then evaluate the technology's business potential and create a business plan for turning the technology into a commercially viable product or service.

Established in the late 1990s and funded by the U.S. Department of Energy (DOE), in conjunction with universities, the mutually beneficial program provides:

- hands-on, real-world experience for students in analyzing the potential of a technology and putting forth innovative commercialization ideas
- identification of commercial prospects for PNNL's intellectual property through business community exposure to the technologies



For more information on available technologies at PNNL, visit: <http://availabletechnologies.pnl.gov>.

- growth of the next generation of entrepreneurial talent in the Pacific Northwest region
- a launchpad for new company formation.

How does the TEP work?

Researchers at PNNL, a DOE multi-program national laboratory, have made thousands of scientific discoveries and technology innovations since the Laboratory's beginnings in 1965. Many of these inventions have addressed national needs in areas such as fundamental and computational science, energy and the environment, and national security. Battelle, the operator of PNNL, has patented a

number of these innovations and invested in further development to enable public and private sector applications.

Through the TEP at the **University of Oregon**, **University of Washington**, and **Washington State University**, several of these patented technologies are offered to teams of multi-disciplinary graduate students. The teams look beyond the technology itself and consider market conditions, alternative uses of the technology, and needed investment. If the student teams believe the technology can be applied to an identified market opportunity, they develop a business plan for taking the technology forward.

A commercialization success on every front

Not only do the business plans provide students with real-life experience, but students then have the opportunity to enter them in international, collegiate

TEP at-a-glance

PNNL objective

- Investigate the feasibility of taking PNNL-developed technologies to market.

University objective

- Offer students substantive involvement in transforming raw technologies into market-ready products and opportunities to enter business plans into national competitions.

Shared objective

- Create regional economic development prospects from the intellectual property developed at the Laboratory while helping educate the next generation of entrepreneurs.



A multidisciplinary team of graduate students at the University of Oregon involved with the TEP competed in and successfully tied for first place for the 2008 New Ventures Championship winning a total of \$30,000 in prize money. The students formed a company—TakeShape—based on PNNL's 3-D millimeter wave technology.

business plan competitions. The three universities that PNNL works with have received numerous awards, cash and impressive recognition at both national and international competitions.

An example of the Program's success lies with the University of Washington. Four graduate students, working with PNNL staff, developed a business plan for a company they called "Cogelix" to commercialize a radiation treatment based on a PNNL-developed technology. The plan won the 2002 grand prize in the University's business plan competition for "Best Plan" and "Best Technology." It also received an "unofficial third" place in the MBA Jungle Business Plan Challenge, and was invited to enter a closed competition in Japan.

For more information, contact:

Robin Conger
Economic Development Office
Pacific Northwest National Laboratory
P.O. Box 999; K1-73
Richland, WA 99352
Phone: (509) 372-4328 • Fax: (509) 372-4589
E-mail: Robin.Conger@pnl.gov
<http://www.pnl.gov/edo>

May 2009

PNNL-SA-58709