

Post-Graduate Venture Fellowship

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Post-Graduate Venture Fellowship



Addressing a Need

Gap in the technology transfer pathway

Lack of local entrepreneurial talent

Helps retain the best and brightest



Program Details

Outcomes driven
(advance technology outside of OU)

Not academic – learning is a byproduct

Earn salary with benefits

Conduct market feedback-based science

Post-Graduate Venture Fellowship

History

Halfway through first year

- First class of three Fellows
- Two teams with different outcomes

Currently recruiting for second year

In Beta – will grow as we continue



What to Expect



Schedule

Year-long program

- Begins on July 1
- Need to be 100% available

40+ hours per week

Office space in Norman or Oklahoma City

Lab space access

Bi-weekly progress check-ins

Largely self-starting

Other events



Curriculum

Not an MBA or certificate

Education on the business of science

- Accounting and finance
- Negotiation and leadership
- Organizational behavior
- Legal (entity formation, intellectual property, employment law)
- Presentation skills
- Marketing and social media
- Business Model Canvas

Goal is to increase likelihood of success

Program Overview

Introduction to the Business World	Educate, Inform & Prepare	Refine Strategy & Execute	Prepare for Program Exit
July I Aug I Sept	Oct I Nov I Dec	Jan I Feb I March	April I May I June
• Product-market fit evaluation • Business vocabulary • Basic business principles • Presentation skills	• Company formation • Funding identification • Market feedback-based science • Strategy to deliver value	• Grant applications • Strategic partner relationships • Cost and revenue projections • Pathway determination	• Secure start-up funding • Application to follow-on programs • Industry engagement and interviews • Create start-up investment package

What is Success?

Three amorphic outcomes based on market need:

High Need
Immature Market
Low Competition

Start-up based on tech

Grant funded, angel investors, incubators, etc.

High Need
Emerging Market
Existing Competition

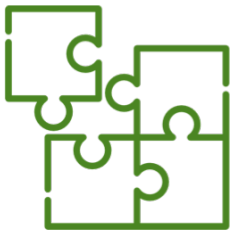
License + employment

Low
to
No Need

Fellow gains network, understanding of field of science & differentiating experience

Saves time & money

Eligibility & Application Process



Eligibility

Named on OU disclosure (disclosure doesn't have to be on file today)

Finished with graduate work and responsibilities

Non-academic career path

1 Contact our office to set up an appointment

2 Watch videos and complete Business Model Canvas draft

3 Craft career statement

4 Review with our office

5 Develop project goals

What Makes an Ideal Candidate?

Very competitive program – focus on finding the right fit:



Technology

Can become a product/service

Assumption of need

Readiness level



Fellows

Self-driven/passionate

Open to feedback

Sense of urgency

Adaptable

Comfortable with the unknown

Interpersonal skills

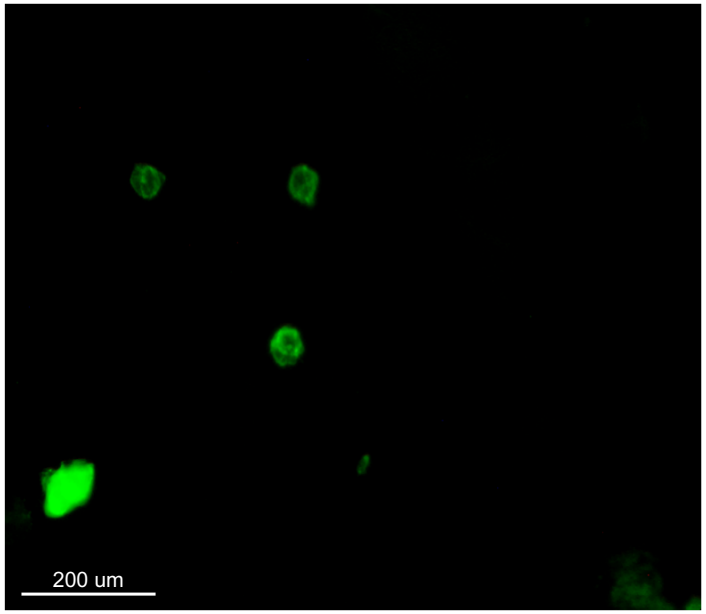
Advanced Culture Systems, LLC

“Bridging the gap to personalized medicine”



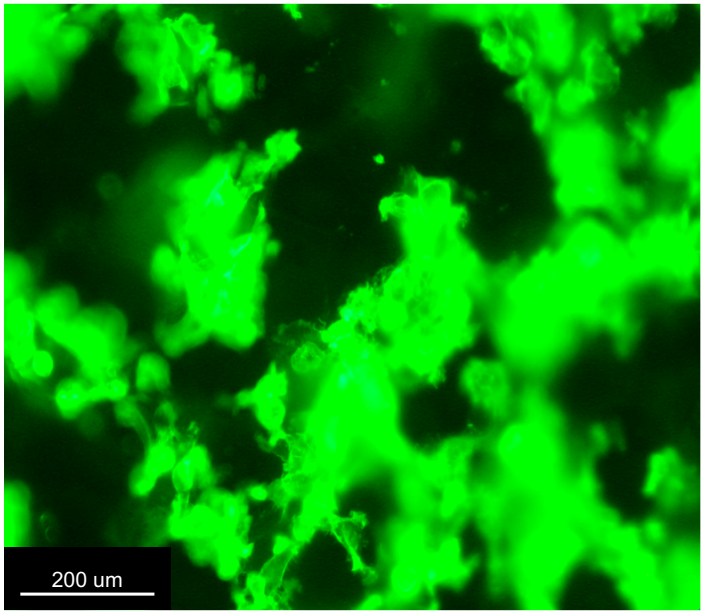
Cortes Williams, Ph.D.

Product Offerings: Scaffold



Unmodified (normal) scaffold

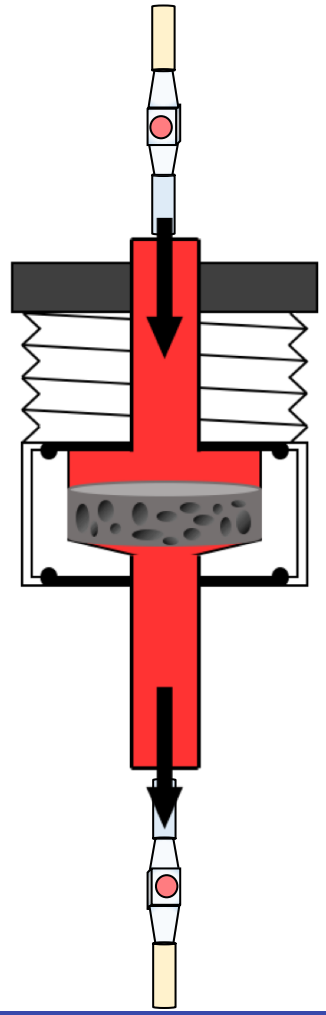
Phalloidin actin staining



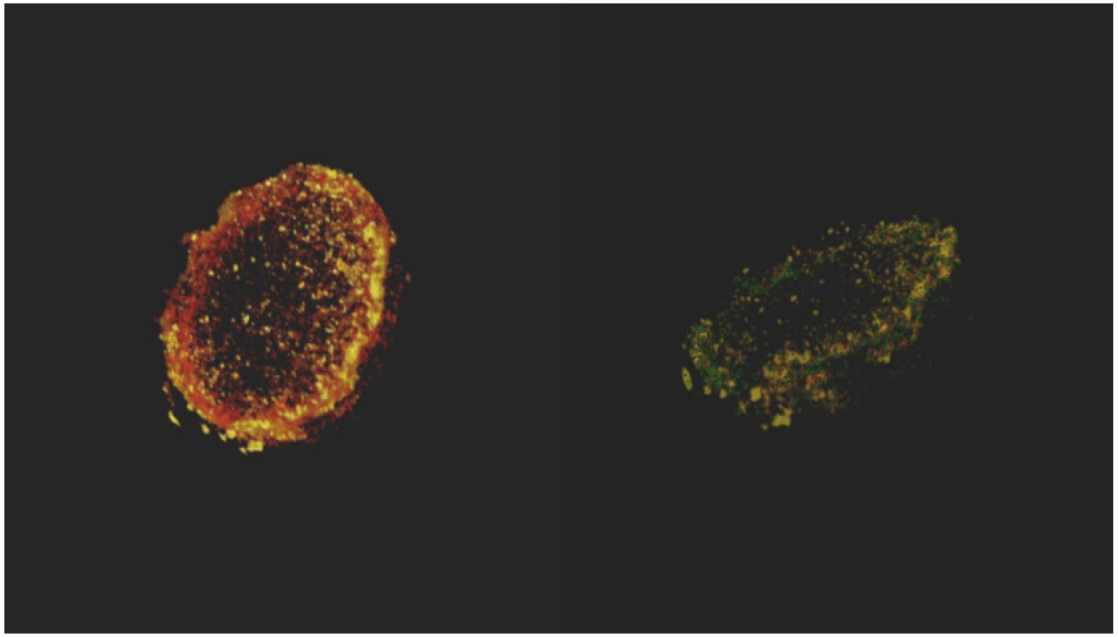
ACS scaffold

Product Offerings: Sensors and Software

- Monitor key metabolites that are unique to each cell type and/or differentiation state
- Data is fed through a series of algorithms and computational models
  - Cell number
  - Differentiation state
  - Cell health
  - Tissue health



Product Offerings: Sensors and Software



Mineralized tissue = Red, Cells outside of extra cellular matrix = Green, Soft tissue = Yellow

Venture Fellowship

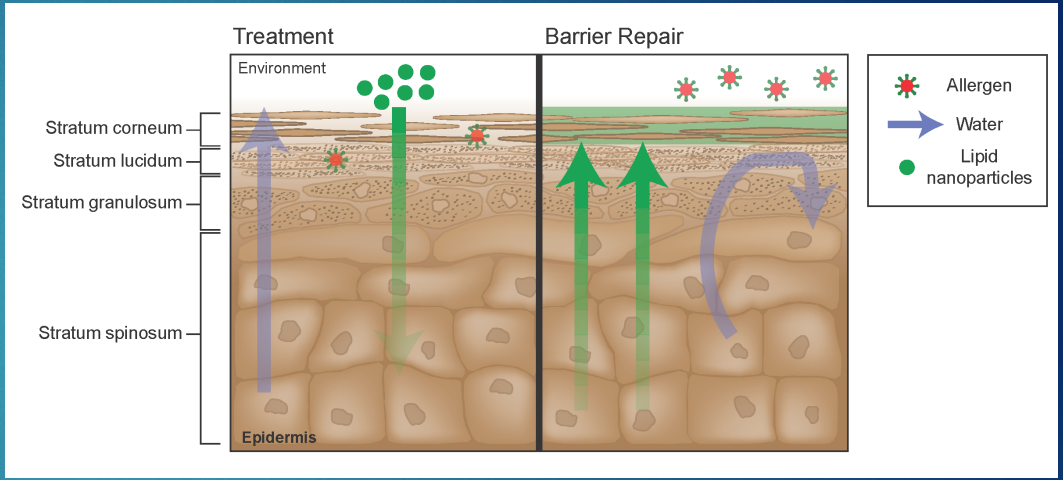
Following lean launch process

- Conducting customer interviews
  - Significant emphasis on oncologists, FDA, and clinical researchers
  - Customer driven R&D
- Testing product-market fit for the monitoring and bioreactor technologies
- Writing grant proposals
- Find companies or other startups to license the technology portfolio

LIPID BIOLOGICS

Lipids Improving Life.

DEVELOPING NOVEL MOLECULES TO PROMOTE CELLULAR SELF-REPAIR FOR DERMATOLOGY AND MEDICAL APPLICATIONS



Lipid Nanoparticles to Initiate Cellular Self-Repair

Program Assumptions – Then and Now

- Beginning assumptions
  - Primary literature is sufficient evidence to build a business model
  - Customers are only people that buy the end product
  - Market research can be done online
  - Start with scientific development before doing market research
- What we know now
  - Literature is a good place to start, but in-person validation of market assumptions is critical
  - Many types people are considered customers – influencers, champions, competition
  - Market research needs to be done in person (ideal)/over the phone (if necessary)
  - Everything you assume needs to be validated and justified
  - Market should be validated before moving into scientific development

Our Experience

- Customer discovery is daunting, but very educational
- Learning IP and patent process is critical
- Understanding how accounting can help you is critical
- Don't assume anything, go out and find the answer
- The more people we've talked to, the better
- Networking, networking, networking – and following up
- Identify key industry partners and let them tell you what to do (save time & money)
- Unexpectedly, most people are willing to help

- There are a LOT of steps involved in forming a company, registering that company to do business with the federal government, registering that company to be eligible for SBIR and other grant opportunities. Get started right away.



Interested?

Contact us: (405) 325-3800 or otd@ou.edu