

Oregon's Lab2Market Initiative

NSF PARTNERSHIPS FOR INNOVATION PROGRAM

Oregon's Lab2Market (L2M) Initiative is a collaborative partnership across the state of Oregon to promote innovation for a better future. It is a three-year, \$600,000 project, funded by the NSF's Partnerships for Innovation Program and headed by four faculty members at Portland State University: Dean Marvin Kaiser, Professor Melissa Appleyard, Professor Steve Benight, and Professor Erik Bodegom.

The goal is to deepen the commitment to commercializing novel technologies by forging networks between private-sector business expertise and world-class research at Oregon's four primary research universities: Portland State University, Oregon Health & Science University, Oregon State University, and the University of Oregon.

At the end of three years, the plan is to have launched 12 new technologies through licensing agreements or start-up ventures. A two-pronged approach will support this launch plan. The first prong is an educational component whereby managerial thinking is imparted to science and engineering researchers. Technologists from companies around the region also will be invited to participate either in person or on-line through streaming video interactions. The first part of the educational program will encompass workshops on SBIR/STTR proposal preparation and intellectual property management. These workshops will be followed by a short course based on business cases studies. These cases will bring to life the primary issues in commercializing novel technologies, involving issues such as financing, marketing, staffing, business ethics, business plan formulation, and alliance management. In order to extend the reach of the initiative to the science and engineering students of the future, a version of these cases will be crafted for a diverse population of high school students who are involved in outreach programs affiliated with PSU.

The second prong of the Lab2Market Initiative focuses on a venture-mentoring program that will bring together the talent represented by the initiative's outstanding partners. L2M partners and MBA students will be formed into teams comprising experts in entrepreneurship, venture capital, intellectual property management, and economic development. The teams will mentor the innovators behind the 12 focal technologies to help them lay the groundwork for launch. The 12 technologies will be selected through a competitive process. The target will be a selection of two technologies from each of the four participating universities, with the remaining four technologies originating from either the universities or other organizations in the region.

The projected long-term payoff of Oregon's Lab2Market initiative will be to foster a far-reaching community of innovators that will spur economic growth in the region and ultimately contribute to high-wage job growth in the state of Oregon.

Partners

Partners include Portland State University (lead institution), Oregon Health & Science University, Oregon State University, University of Oregon, Oregon Nanoscience and Microtechnologies Institute, Pacific Northwest National Laboratory, Oregon Association of Minority Entrepreneurs, Oregon Bioscience Association, Oregon Entrepreneurs Forum, American Electronics Association, Ater Wynne LLP, CopybaraVentures, ecoworks, Fahey Ventures, IBM Healthcare & Life Sciences, Intellectual Assets Corp., Lane Powell PC, NewEdge, Northwest Technology Ventures, OVP Venture Partners, SmartForest Ventures, Davis Wright Tremaine, Stoel Rives, Welch Allyn, Portland Development Commission, Oregon Economic and Community Development Department, Oregon Mathematics Engineering Science Achievement, Saturday Academy, and Upward Bound/Project PLUS.

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*Innovating for a
Better Future*



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