

MASTER OF SCIENCE IN TECHNOLOGY COMMERCIALIZATION

Technology Commercialization has become increasingly important as a source of both wealth creation and competitive advantage. The United States leads the world in innovation; our universities and federal laboratories continue to invent new technologies at an impressive rate. To gain advantage from these investments, it is critical to develop professionals who know how to commercialize technologies.

The McCombs School of Business ranks preeminently among the business schools in the world today. It awards undergraduate, masters and doctoral degrees and is actively involved in executive education programs for professionals. Conceived at McCombs in 1995 by our former dean George Kozmetsky, the MSTC is still the only master's degree in technology commercialization offered by a major business school.

The University of Texas at Austin makes the world a better place by leveraging its research and knowledge to address the needs of the state, the nation and the world. Its concentration of talent, combined with its resources, keeps the nation competitive and promotes prosperity. The university is an engine for economic and social change, developing new ideas that drive industry and produce a productive, educated workforce.

What starts here changes the world.

NOTE FROM THE DIRECTOR

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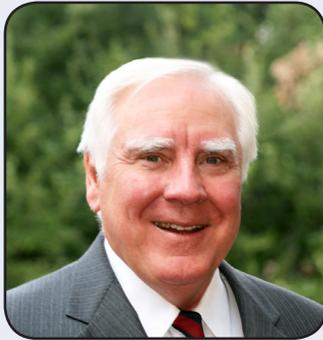
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Have an announcement or item of note for the MSTC Newsletter? Comments, suggestions or feedback? We welcome them all...please [contact us](#) with your comments. Follow us on Twitter! twitter.com/ut_mstc

MSTC PROGRAM INFORMATION & UPDATES



I am pleased to say that the TEXAS MSTC Program has now been a part of McCombs for a full year. It has been a very successful year, and we look forward to many more.

The sixty-four members of the class of 2012 began this week with Launch Week at the AT&T Center. This outstanding class includes 15 students who are citizens of other countries. The average age is 33, and nearly a third of the class is in their thirties. Fifteen have graduate degrees including 6 MBAs, 2 PHDs, 1 JD and 1 MD.

The Global Venture Labs Investment Competition (formerly MOOT CORP) starts May 4th. Forty universities from around the world will be sending teams to compete; a link to the schedule is included later in this newsletter. We have 3 MSTC teams (Vocal Media, ClearBrook Imaging and Enabler) competing; the first two are from the Austin cohort and the third from the Monterrey cohort. Vocal Media won the Texas VLIC and will formally represent UT in the competition. ClearBrook Imaging won two qualifying competitions hosted by Carnegie Mellon University and the University of Oregon, respectively. Enabler won the Monterrey qualifying competition.

I draw your attention to the Venture Showcase Thursday evening at the AT&T Executive Education & Conference Center; this is my favorite event of the competition. Each team has a table situated around the perimeter of the ballroom to display its technologies. Guests stroll from table to table to meet the teams, and they also enjoy delicious appetizers and glasses of wine or beer. The Class of 2012 will be at the event fulfilling an assignment to determine the sources of the teams' technologies. I invite you to attend and meet the teams and our new class.

Finally, I want to congratulate the class of 2011 on their upcoming graduation. They have been a fun and hardworking group of individuals who have strived to reach the ultimate in success and have won various competitions along the way. I look forward to learning of their future successes.

A handwritten signature in black ink that reads "Gary M. Cadenhead". The signature is fluid and cursive.

Gary M Cadenhead, Director

INFORMATION SESSIONS

We encourage anyone who is interested in the Texas MSTC Program to attend an information session. A [recorded information session](#) is available on the MSTC website. Live information sessions will resume in the fall. You may contact the TEXAS MSTC Staff to be added to our contact list and be notified of our next TEXAS MSTC Information Session.

CONFERENCES AND SEMINARS

[2011 Global Venture Labs Investment Competition](#)

May 4-7, 2011 — AT&T Executive Education & Conference Center, Austin, TX

With aspiring entrepreneurs soliciting start-up funds from experienced investors, the Global Venture Labs Investment Competition (formerly MOOT CORP) simulates the real-world process of raising venture capital. MBAs from business schools around the globe come to The University of Texas at Austin each May to present their business plans to panels of investors. The best new-venture opportunity is selected by the judges from a myriad of offerings. With a 27-year history, the Venture Labs Investment Competition is the oldest operating inter-business school new-venture competition .

The Venture Showcase on May 5th is highly recommended and will be attended by the TEXAS MSTC Class of 2012. Additionally, three MSTC teams will be competing in this competition

[CleanTX Forum: The Rush for Blue Gold](#)

May 25, 2011 — City Hall, Austin, TX

Providing clean water globally remains one of the most vexing problems for humankind. In the United States and Europe, we accomplish this task by investing enormous sums of energy (for water treatment and distribution) and money (for infrastructure, pipes and large, centralized water treatment plants). At the same time, the world's biggest public health problem remains the more than one billion people who lack access to sufficient clean water. Solving this problem, while also accounting for the energy and carbon implications, raises important water-related questions, all of which are relevant both globally and in the central Texas area:

- What technologies on the horizon will reduce the energy requirements of water?
- What innovations are needed?

AUSTIN ALUMNI THINK & DRINK

“It’s always great to see the TEXAS MSTC Alumni. There have been several alumni classes represented (beginning in ’96 and ending in ’10) and a whole lot of technology commercialization discussion – as well as a bunch of laughs. Everyone is looking forward to our next Think & Drink on Thursday, May 5th at the Iron Cactus North at 6pm. The June gathering will be held June 9th at 6pm at the Belmont on 6th street.



From Left: David Warwick '09, Jason Levitt '09, Richard Proffitt '09, Don Carroll '08, Jim Rumbo '08, Chris Cano '08



From left: Ruben Cantu '09, David Warwick '09, Don Carroll '08

KEVIN ENDERS - MSTC ALUM '07

“I’m a Senior Product Marketing Manager – Software for Dell’s CSMB Product Group. I plan, help develop, launch and sustain Syncing, Support and Customer Experience software products. I’m a 2007 graduate of the MSTC program. My most recent professional accomplishment was when I was granted my second United States patent (# 7,885,060) for a design of a secondary display for the back of a notebook LCD screen that automatically turns off and on when folded and retracted.”

“For the past four years, I have mentored at Ridgeview Middle School (Round Rock ISD). During that time, I’ve helped coordinate the mentoring program and last year I was recognized as the Mentor of the Year for Ridgeview. I think that all able minded professionals should make time to help our youth in some capacity. I also coach lacrosse and volunteer at Cedar Ridge High School.”

SHARE YOUR SUCCESS

The TEXAS MSTC Program wants to recognize situations in which graduates of the program are making a difference at the local, regional or large corporation level. As a member of the alumni group you could greatly enhance this process by alerting the TEXAS MSTC Program staff and director to situations in which teams or individuals have been a catalytic force for product breakthroughs, regional spikes in economic activity, award recognition or similar situations. Please send accomplishments to us at mstc@mcombs.utexas.edu

STAY CONNECTED WITH MSTCAA

Keep in touch with MSTC Alumni and get involved with the Alumni Association. Visit www.mstcaa.org for more details.

TEXAS VENTURE LABS
SEMIFINALS 2011

This year's Texas Venture Labs Investment Competition kicked off Feb. 2, with 18 teams competing in the semifinals. The semifinalists included eight students from this year's MSTC class and 10 from McCombs MBA programs. According to TVL Director Rob Adams, new businesses come out of the university every year and this competition is the launch pad for many of them.



From left: David Saldana, Justin Dickstein, MSTC Director Gary Cadenhead, Arely Fontecha, Marty McCrea

The competition has always involved teams of students from different schools on campus—MBAs and biology or engineering grad students, for instance. With the MSTC program now part of the McCombs School, Eric Hirst, Associate Dean for Graduate Programs, sees an opportunity for closer collaboration between MBAs and MSTC students.

“What I look forward to the most is when we see more teams with members from both programs marrying their talents to create exciting new business opportunities,” Hirst says.

The winner was MSTC team, “Vocal Media”. Helmed by David Saldana, a student in the Master’s in Technology Commercialization program (MSTC), Vocal Media is the second MSTC team to win in the competition’s 27-year history (VLIC was formerly known as Moot Corp). The team’s prize is a year at the Austin Technology Incubator, where it will receive advice and assistance from Texas Venture Labs (TVL) mentors. Vocal Media will represent the university at the Global Venture Labs Investment Competition May 4- 7, 2011.

TEXAS MSTC STUDENTS WIN CARNEGIE MELLON AND OREGON VENTURE COMPETITIONS

Two Master of Science in Technology Commercialization (MSTC) students were part of a team that won the Life Sciences track of the 2011 McGinnis Venture Competition at the Carnegie Mellon Tepper School of Business March 10-12. The win comes with \$20,000 as a convertible note and \$20,000 in in-kind legal services.

The team also won the New Venture Championship competition hosted by the University of Oregon's Lundquist Center for Entrepreneurship April 9. The victory earned them \$25,000.

MSTC students Ryan Miller and David Mortellaro, along with biomedical engineering Ph.D. candidates Jimmy Su and Bo Wang and research associate Andrew Karpouk formed their company, ClearBrook Imaging to commercialize photoacoustic imaging (IVPA), a technology that allows better visualization of plaque formation (fat and other substances) that accumulate in the lining of the artery wall and captures images of implanted metal stents (tubes inserted into blood vessels to provide support and prevent disease-induced closure).

MSTC student team StableEyes--Michelle Reese, Eric Richison and Alex Couchonnal--won the elevator pitch division of the competition.

THE TEXAS MSTC MONTERREY COHORT

The 2011 TEXAS MSTC Monterrey cohort visited Austin in March. During their time in Austin the Monterrey students had the opportunity to interact with the Austin students and alumni, meet with TechBA leaders, speak with the Director of The University of Texas at Austin's Office of Technology Commercialization, learn about funding new ventures from Rob Adams and compete in the Monterrey Venture Championship. There were many interesting new technologies, all of which were developed in Mexico.

The winner of the Monterrey Venture Championship was "Enabler" with their device that serves as a computer mouse for physically disabled individuals.

The team will be competing in the Global Texas Venture Labs Competition to be held May 4-7 2011.

CONGRATULATIONS TEXAS MSTC CLASS OF 2011

The TEXAS MSTC class of 2011 has had a long, hard-working year. These bright individuals will be graduating with their Master of Science in Technology Commercialization on Saturday, May 21st, 2011. This class comprises MANY students with promising futures in entrepreneurship. We wish them the best, and hope to hear of them and their success in the near-future.

WELCOME TEXAS MSTC CLASS OF 2012

The TEXAS MSTC class of 2012 kicks off with their launch week May 2nd through May 7th. Students from the US, Russia, China, Pakistan, India, Mexico, Korea, Taiwan, Ecuador, Columbia, Viet Nam and Spain will meet and get well acquainted with their fellow classmates and professors. A year from now, after countless nights of studying, exciting venture projects, and maybe even some more business competition wins...they will be MSTC graduates.

REGISTRATION FOR TEXAS MSTC CLASS OF 2013

Registration for the TEXAS MSTC class of 2013 will open in early September. Information Sessions will be held beginning in late summer. If you or anyone you know is interested in learning more about the program, please email mstc@mcombs.utexas.edu.

FALLBROOK IS GEARED UP TO GO GLOBAL WITH ITS REVOLUTIONARY VEHICLE TRANSMISSION

KIRK LADENDORF, PLUGGED

APRIL 24, 2011

The engineering department of Fallbrook Technologies Inc. operates out of a homely building in Cedar Park, next to a store that sells Yeti Coolers and a meat smoker called the Big Green Egg.

Despite the unpretentious surroundings, Fallbrook has something that lights up the eyes of the techies who visit: an innovative transmission design that makes many vehicles run better and more efficiently. It works in everything from bicycles to electric all-terrain vehicles and accessory drives on big trucks.

Fallbrook wants to change the mechanical engineering world.



“We are doing something that is very fundamental,” said Robert Smithson (MSTC ‘02), company chief technology officer and vice president for business development. “We want to change the way that mechanical power is transmitted. Nobody has done that in a couple of hundred years.”

Fallbrook is headquartered near San Diego, but the guts of the company are in Williamson County. Combined with the Hodyon acquisition, the company employs about 100 people locally, and Smithson says it has job openings for talented engineers. The company says that it will add more engineers in the Austin area as its business grows but that manufacturing will happen in Asia as well as the U.S.

The center of all this recent activity is Fallbrook’s NuVinci transmission, which works without conventional gears. The NuVinci design is a continuously variable transmission based on a design that makes use of rotating and tilting balls that vary the speed and power ratios of a drive system to utilize the “sweet spot” for the engine