

September 2008

# Alumni Newsletter

## MSTC in Mexico

By Gary Cadenhead, Ph.D.

The University of Texas at Austin has contracted with CIMAV, one of 27 research centers under CONACYT, to offer instruction on technology commercialization in Monterrey, Mexico. CONACYT is frequently described as the Mexican equivalent of our National Science Foundation. CIMAV's research focuses on materials, and each of the centers has a different focus. They are located all across Mexico.

The 12 MSTC courses will be given in Monterrey in a different format. Rather than four courses being offered on alternating weekends over three semesters, the major instruction for each course will be provided in one month, involving four consecutive days of instruction in Monterrey preceded and followed by internet sessions with the faculty. Orientation began August 28<sup>th</sup>, being followed by the first course this month. A new course will be offered each month so that the

program will be completed in one year. Upon successful completion of the 12 courses, the candidates will receive a certificate from the IC<sup>2</sup> Institute and a master's degree from CIMAV.

Most of the 40 candidates work at the research centers and are involved in commercializing technologies developed at the centers. Their goal is to increase the number of technologies that get commercialized successfully. Approximately 15% of the candidates come from industry.

The classes will be given at CIMAV's center, recently completed at a new research park called the "PIIT," that is in sight of the Monterrey airport. IC<sup>2</sup> has just announced plans to build a facility in the PIIT and adjacent to CIMAV. After it is completed, classes will be offered there.

Once the new, course per month format has been perfected, IC<sup>2</sup> will be able to offer this program in other countries. Several have already expressed interest, and Korea will probably be next.

I was first introduced to this four day course format when I taught my New Venture Creation course in Vienna, Austria to IMMADEC's Executive MBA students. The students prepared and presented a draft of their business plan executive summaries on the fourth day. Then four weeks later they emailed business plan drafts to me. After receiving my feedback, they submitted their final business plans two weeks later. I was pleasantly surprised that the quality was comparable to those prepared by MBA's in Austin; the best team entered the Global MOOT CORP Competition and did well.

# Welcome

Proud New Jersey native, Vicki Keller, has joined the MSTC team as the new Graduate Program Coordinator II. She comes most recently from a teaching position at The Griffin School and has experience teaching university classes in rhetoric, composition, and literature (St. Edward's University, UT, and Virginia Commonwealth University), teaching secondary English and journalism (Crockett High School and Sunnyside High School), freelance editing and writing, and operating an alternative contemporary art gallery.

Vicki came to Austin in 2002 to pursue her doctorate in English and reached ABD status before being lured back into the classroom full-time. Vicki welcomes the opportunity to work as a liaison among MSTC faculty, students, and staff while facilitating student success.

## Alumni Referral

Congratulations to Ray Cone, '07! He is our latest winner in the Alumni Referral Rewards Drawing. Ray recently gave his testimonial at the August 15th information session. The following alumni members also volunteered their time and thus, entered into the drawing: Gordon Wiegand, Max Green, Thom Kobayashi, and Craig Reynolds. We thank each and everyone of you for your time and dedication.

Remember, to gain entry to the Referral Rewards Program, you may provide a testimonial at an upcoming information session, support MSTC at a conference or annual meeting, arrange an information session at your company or refer an applicant to the program.

## Another Entrepreneurial Success

Tyron Stading, '04, founded Innography after leaving IBM in 2006. Innography provides a software service that lets companies track and keep inventory of their patents, find potential licensing partners, and follow competitors' patent activity.

Announced in the August 18th edition of the Austin American Statesman, Innography has just raised \$6.5 million from Austin Ventures, Hunt Ventures and individual investors. The funds will be used to expand marketing. Keep up the good work! [View Full Article](#)

**Congrats**

# Annual Alumni Conference

The Annual MSTC Alumni Conference will be held November 21-22, 2008. This year's theme is "What It Takes To Get Funding." A reception and dinner will be held Friday evening and then a full day of speakers and discussions will follow on Saturday. The conference on Saturday will be held in the Global Classroom at the IC<sup>2</sup> Institute. Breakfast and lunch will be provided. There is no cost to attend. If you have ideas for speakers or would like to present at this conference, please contact Alumni Association President, Tim Kennedy or MSTC Program Coordinator, Jacquelin Courtney, [jcourtney@ic2.utexas.edu](mailto:jcourtney@ic2.utexas.edu). More details soon to follow.

## Upcoming Events

### Information Sessions

September 18, 2008

October 22, 2008

November 13, 2008

December 10, 2008

January 15, 2009

If you would like to provide a short testimonial at any of the upcoming information sessions, please contact [Lara](#). All information sessions are held in the Global Classroom at the IC<sup>2</sup> Institute. Food and refreshments are served. The information sessions begin at 6:30 p.m. and conclude at 8 p.m.

### Conferences

The MSTC Program is attending various conferences, annual meetings and trade shows this year. If you are interested in attending or providing your support, please contact [Lara](#).

#### **nanoTX USA '08**

October 2-3, 2008

Hyatt Regency Convention Hotel

Dallas, Texas

#### **InnoTech**

October 16, 2008

Austin Convention Center

Austin, Texas

#### **Texas Conference for Women**

October 16, 2008

George R. Brown Convention Center

Houston, Texas

#### **Association for Women in Technology - Business Conference**

February 2009

Location: TBA

## We Want You!

The MSTC Program and the IC<sup>2</sup> Institute are interested in documenting a few settings in which graduates of the program are making a difference at the local, regional or large corporation level. Members of the alumni group could greatly enhance this process by alerting the staff of the MSTC Program to situations in which teams or individuals have been a catalytic force for product breakthroughs, regional spikes in economic activity or similar situations.

Please send suggestions to [Lara Horowitz](#). The MSTC Program would like to feature your story on the Alumni Spotlight page of our Web site as well as in the Austin Chamber of Commerce monthly newsletter, and TechBytes.

# More Congrats to MSTC-led Companies!

Two MSTC-led companies have recently won big awards. Congratulations to both Fallbrook Technologies and Heliovolt. Both of these companies won awards from the Austin Chamber of Commerce. Fallbrook Technologies (Rob Smithson '02, Doug Feicht '99 and Jeremy Carter '06 and current student, Dennis Haggerty) won the Time Warner Innovation Award-Small Company Award. Heliovolt Inc. (John Langdon '02) won the Time Warner Innovation Award-Small Company Award -Medium Company.

In addition, Fallbrook won an award in Europe, called the Gold award for Eurobike '08. Job well done!

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## Quick Announcements

### **Clean Energy Venture Summit**

The Clean Energy Incubator and Austin Energy are hosting the second annual Clean Energy Venture Summit, "How Can Texas Win in the New Energy Economy?" scheduled December 2-4th, 2008 in Austin, Texas. The Summit will bring together leading voices from the energy, business and policy worlds to address the low-carbon world's economic impact on Texas.

If you are interested in attending, the cost would regularly be \$400. However, Lara has secured the government/non-profit rate of \$250 for all MSTC students and alumni. In order to receive the rate of \$250, you must register BEFORE October 1, 2008. <http://www.cleanenergyventuresummit.com/>

### **30 Year Report**

The IC<sup>2</sup> Institute recently released their 30 Year Report. This comprehensive report includes a message from the Director, John Sibley Butler, Ph.D., a description of all of the programs, and insight into the past, present, and future of the IC<sup>2</sup> Institute. The 30 Year Report can be picked up at the IC<sup>2</sup> Institute or it may be viewed and/or downloaded from the IC<sup>2</sup> Institute website at [www.ic2.utexas.edu](http://www.ic2.utexas.edu).

## **MSTC Program**

Gary M Cadenhead, Ph.D.—Director

Jacquelin R. Courtney—Program Coordinator

Lara Horowitz—Marketing Coordinator

Vicki Keller—Graduate Program Coordinator II



*Comments? Suggestions? News? Please contact [Jacquelin](#)*