



MSSTC Newsletter



DECEMBER 2007

New Venture Championship and Party by Gary M Cadenhead

On Saturday, December 15th, the MSSTC Program will be holding a new venture competition followed by a party to celebrate the end of the semester and the holidays. You are invited to both.

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MSSTC New Venture Championship

Nine teams are competing. Five will be in the classroom, and four in Seminar A on the third floor. Each team will have 15 minutes to pitch its plan. Then the judges simulating investors will have 20 minutes to question the team. The judges in each division will then select the team that they would invite back for the "second meeting." These two winners will each receive a bottle of Cadenhead Scotch. In addition, the two winners and other ventures determined worthy by the judges and faculty will be invited to compete in the Texas MOOT CORP Competition on January 23, 2008.

Here is the Schedule:

| | Division I Classroom | Division II Seminar A |
|----------------|---------------------------------|----------------------------------|
| 1:30 PM | Humboldt Ventures | CRMpact |
| 2:15 PM | Precision Detection Systems | TZAN, Inc. |
| 3:00 PM | Shallow Crossing Enterprises | Bi-otc |
| 3:45 PM | A2D | GenVasive Biosciences |
| 4:30 PM | Deeplift Technologies | |

We will send a program with more information next week. You may attend as many presentations as you wish.

The Party

The Party will begin at 5:30 PM at la Madeleine Restaurant, 3418 N. Lamar Blvd. Snacks and two drinks will be provided by the MSSTC Program. The winners from the two divisions will be announced. We will conclude at 7:00 PM.

MARK YOUR CALENDARS!!
End of Semester -Holiday Party
12/15/07
5:30pm-7:00pm
la Madeleine Restaurant

MSSTC Alumni contribute to the success of the India Innovation Growth Program

The Global Commercialization Group at the IC2 Institute just completed the first year of The India Innovation Growth Program. Sponsored by Lockheed Martin, the India Innovation Growth Program is a two-year, nation-wide project, created to enhance the growth and development of India's entrepreneurial economy. The overall goal of the Program is to accelerate the launch of Indian early-stage technologies into the global marketplace.

The program began with a competition of over 100 technologies, who were screened for their commercialization potential. The innovators received

specialized training (including modules taught by MSSTC faculty such as Kate Mackie and Brett Cornwell). Ultimately, 14 Indian innovators received specialized training and professional business development support to assist them in entering global markets, resulting in 15 business deals for the final innovators.

The GCG would like to acknowledge and thank the following MSSTC alumni for their participation in the

program. The India Innovation Growth Program would not have achieved such success without



Erik Azulay ('06) working with innovators to refine their technology description

the dedication and commercialization acumen of our alumni!

* Erik Azulay: Class of 2006, who screened technologies in India, mentored FICCI faculty on the Quicklook process and completed Quicklooks.

* Donna Kidwell: Class of 2007, who screened technologies in India, mentored FICCI faculty on the Quicklook process and completed Quicklooks.

* Shaun Tinoco: Class of 2002, who screened technologies in India, mentored FICCI faculty on

the Quicklook process and completed Quicklooks.

* Kevin Hudson: Class of 2002, who instructed the Indian Innovators on the Quicklook methodology.

* Tim Kennedy: Class of 2003, who authored Quicklooks.

* Marc Bennett: Class of 2006, who authored Quicklooks.

* Michael Breck: Class of 2006, who authored Quicklooks.

* Dhimant Desai: Class of 2007, who authored Quicklooks.



Donna Kidwell ('07) and Shaun Tinoco ('02) with Mr. Mittal, Advisor for FICCI.

* Brent Donahoo: Class of 1999, who authored Quicklooks.

* Cameran Nokes: Class of 2006, who authored who authored Quicklooks.

* Todd Stogdill: Class of 2006, who authored Quicklooks.

* Gordon Wiegand: Class of 2001, who authored Quicklooks.

Kevin Hudson instructing Indian innovators on IC² methodologies.



-Article by Donna Kidwell.

LabNow gets \$20 million investment-Cash infusion to help develop device used in AIDS

LabNow Inc., an Austin biotech company that has developed a portable device that will help treat AIDS patients in Africa and Asia, has secured an investment of \$20 million.

The company, which was on a shoestring budget only seven months ago after spending its initial \$14 million investment, now has a "chance to do everything we had hoped with this money," CEO Rick Hawkins said. "This is very exciting for us."

The lead investor is Dallas-based Sammons Enterprises, with additional money from Austin Ventures and local private investors.

Hawkins said the \$20 million will help the company establish a manufacturing line and conduct clinical trials necessary to win Food and Drug Administration approval for its toaster-size device that can analyze a drop of blood.

Although the technology can be used for many diagnostic purposes, the initial focus is monitoring a particular type of white blood cell in AIDS patients called CD4 lymphocytes, a key factor in determining whether drug treatments are working or need adjustments. Hawkins hopes to sell the device to nonprofits, universities and businesses in African and Asian countries first.

Joe Skraba, Class of 2003, is currently the Vice President, Business Development of LabNow Inc.

[Click here to view full article](#)

CONGRATS!

Xiao Zhang, Class of 2005, has won the Alumni Referral Rewards Drawing. He spoke at the IBM Information Session on October 23rd and did a wonderful job. We are grateful for the other six alumni in the drawing who have also shown their support and contributed their time in the recent months.

Congrats Xiao on your new IPOD Nano!!!

Upcoming Events

Dec 7: Tag Meeting, Igniting the High Definition Fire of Teleconferencing, Speaker Craig Mally, 7:00 am
[Reservations](#)

Dec 7: Power Lunch with US Congressman Michael McCaul, Austin Technology Council, Barton Creek Country Club, 11:00 am
[Reservations](#)

Dec 11: Tech Tuesday: Multisensory Marketing-DMX's powerful Sight, Sound, Scent and Science approach to engineering Consumer Behavior. Association for Women in Technology, 11:30 am
[Information](#)

Dec 14: Central Texas Chapter of World Future Society, Free Party, The Future Lab, 6:00 pm
[Registration](#)

Austin Makes News in Clean Energy

Austin's clean energy sector was recognized in two national articles in November. **Clean technology in the Northwest** in the *Seattle Post-Intelligencer* mentions Austin as a city that is competing for clean tech companies and financiers, along with New England and Chicago. **The yellow school bus goes 'green'** in the *Fort Worth Star-Telegram* shows every possible measure Austin is taking to continue its commitment with green technology.

[Click here to view full article](#)

NEWS?

SUGGESTIONS?

COMMENTS?

QUESTIONS?

PLEASE CONTACT

JACQUELIN COURTNEY

DECEMBER 2007

UPCOMING INFO SESSIONS AT IC² INSTITUTE

12/12 1/17 2/5 2/20

OUT OF TOWN

1/7-Renaissance Dallas
Richardson Hotel, 900 E Lookout Drive
Richardson, TX 75082 6:30pm-8:00 pm

1/9-The Houstonian, 111 N Post Oak Ln
Houston, TX 77024 6:30pm-8:00pm

1/10-Holiday Inn Market Square
318 West Durango,
San Antonio, TX 78024 6:30pm-8:00pm

ALUMNI REFERRAL REWARDS PROGRAM

The next Referral Rewards drawing will be 2/1/08 - don't miss your chance to win! To gain your entry to the drawing, simply:

- Provide a student testimonial at an upcoming information session - we need you!
- Arrange an information session at your company or in your community
- Refer an applicant to the program
- Contact [Lara Horowitz](#) to be featured in our upcoming Alumni Spotlight on the MSSTC website

CALL FOR STUDENT SUCCESS STORIES

The MSSTC Program and the IC² 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 MSSTC Program staff and director to situations in which teams or individuals have been a catalytic force for product breakthroughs, regional spikes in economic activity or similar situations. We would be grateful for research leads and will reward our intelligence agents who provide timely tips in an appropriate manner. You could even find your name on an academic paper. Please send suggestions to [Lara Horowitz](#).

UNIVERSITY HOURS

The University will be closed
from December 24-January 2.
Normal business hours will
resume on Thursday,
January 3rd.

HAPPY HOLIDAYS

FROM THE MSSTC DEPARTMENT

Gary
Cadenhead

Director

Jacquelin
Courtney

Program
Coordinator

Lara
Horowitz

Marketing
Coordinator

Erin
Harris

Training
Specialist