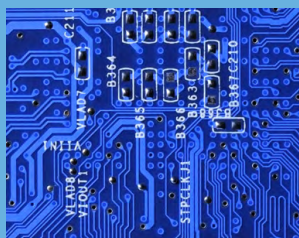
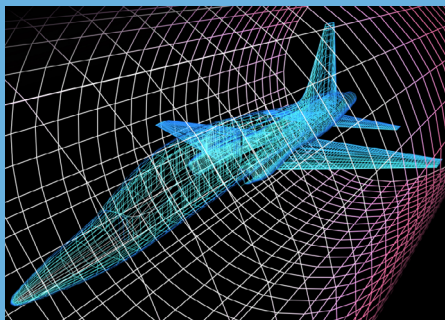


# MTRAC COMMERCIALIZATION ROUNDTABLES



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## MTRAC ROUNDTABLE - PART 1

**Date:** Thursday March 19  
**Time:** 9:00am to 4:00pm

**Location:** Advanced Technology Development Complex  
**Venue:** 1402 E. Sharon Ave. Houghton, MI 49931

**MTRAC** ROUNDTABLES are designed for university PIs, post-docs and graduate students who want to commercialize their research or take the steps toward launching a new venture. The sessions provide a practical understanding of how innovations move from the laboratory to market and help to identify the necessary steps to select and guide the commercial potential of their research. Taught by leading venture capitalists, angel investors, and entrepreneurs, the roundtables provides intellectual engagement with the teaching materials as well as active discussion and hands-on participation.

## MTRAC SPEAKERS INCLUDE:

**Dr. Peter Adriaens**, *UM Center for Entrepreneurship*

**Dr. Lauren Bigelow**, *Growth Capital Network*

**Matt Bower**, *Varnum Law*

**Jonathan Fay**, *University of Michigan I-Corps*

**Adrian Fortino**, *Mercury Fund*

**Tom Porter**, *Trillium Ventures*

**Melda Uzbil**, *University of Miami*

**CLICK HERE FOR MORE DETAIL, THE EVENT AGENDA AND REGISTRATION**

# MTRAC RESEARCHER ROUNDTABLE AGENDA

THURSDAY MARCH 19, 2015 • LANSING – TECHNOLOGY INNOVATION CENTER

8:30 to 9:00am | **Registration and Breakfast**

9:00 to 9:30am | **Introductions and Technology Pitches**

9:30 to 10:30am | **Journey from tech founder to investor**

**Speaker, Adrian Fortino**, *Partner, Mercury Fund*

Adrian Fortino will discuss his path from commercializing technology with two start-up companies into the investment world with Invest Detroit and ultimately, Mercury. Through the lens of his experience with SideCar, FlockTag and investing in other early stage technologies, he will discuss what makes a good technology and at what point do you decide that it's going to become a business. Adrian will review key decision points / milestones along the way and how he decided to bring in the next level of management and move onto his next opportunity

10:30 to 10:45am | **Break**

10:45 to 11:45am | **Networks of Innovation**

**Dr. Peter Adriaens**, *Center for Entrepreneurship, College of Engineering, U of Michigan*

Peter Adriaens will discuss the tenets of innovation. Where it comes from, what the sources are and the difference between sustaining innovation and disruptive innovation. Attendees will learn to develop an innovator's capabilities map and understand the value creation from technology and processes.

Noon to 12:30pm | **Lunch, MTRAC Overview**

12:30 to 1:30pm | **Marketing/Customer Discovery**

**Speaker, Jonathan Fay**, *University of Michigan I-Corp Program*

Jonathan Fay, serial entrepreneur and leader of the NSF I-Corp program out of U Michigan, will discuss how to view your technology, its potential and its value through the lens of the market. Starting with a review of market definition and moving into customer focused market research – Jonathan will also review how to create a compelling value proposition, develop competitive positioning, address your customers and integrate the learnings into your plan.

1:30 to 2:30pm | **Intellectual Property**

Matt Bower and Charlie Gray, intellectual property experts from Varnum Law will give an introduction to IP, patents/trade secrets, trademarks/copyrights and the commercialization of IP. Matt and Charlie will also introduce the Varnum Law MiSpringboard program, which provides more than \$100,000 in pro bono legal services for the technology commercialization pipeline in Michigan.

2:30 to 2:45pm | **Break**

2:45 to 3:00pm | **Michigan's Capital Continuum**

A brief discussion reviewing the sources of finance from across the state of Michigan

3:00 to 4:00pm | **Licensing and Start up Finance**

Tom Porter, founder of EDF Ventures and currently with Trillium Ventures will overview the financing of entrepreneurial ventures. Discussion will highlight how to choose among different types of investors and to value new ventures. Special attention will focus on understanding the motivations of the different players and how to reconcile their interests.

4:00 to 4:15pm | **Technology Vision, Elevator pitches**

**Wrap**