

7th Annual Deshpande Symposium for Innovation & Entrepreneurship in Higher Education.
June 11 - 13, 2018 @ UMass Lowell.

**Deshpande
Symposium**

Innovation &
Entrepreneurship in
Higher Education

Three weeks until the Symposium!
Still time to register!

7th Annual Deshpande Symposium

Dear Colleagues,

Only 3 weeks to go until this year's Deshpande Symposium! Final preparations continue with everything looking good. This year's Symposium is packed full with a terrific lineup of panels, workshops, keynote speakers and networking opportunities. So don't miss out! Register today to lock in your seat.

www.deshpandesymposium.org/register

We'd like to once again thank all Symposium sponsors, partners and attendees! Your continued support of and engagement with the Deshpande Symposium is very much appreciated!

We look forward to seeing everyone in Lowell, MA very soon!

Raj Melville

Deshpande Foundation
Symposium Co-Chair

Steve Tello

UMass Lowell
Symposium Co-Chair

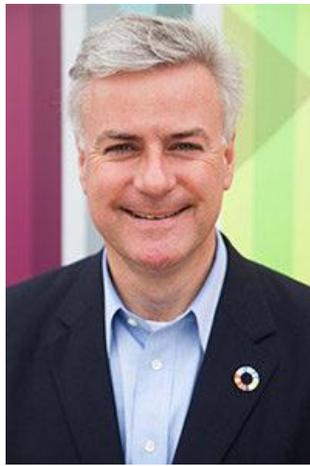
Deshpande Symposium Keynotes



Julie Lenzer:

Hear from Keynote Julie Lenzer - Associate Vice President of Innovation and Economic Development and Co-Director of UM Ventures.

Read more [here](#).



Jonathan Ortman:

Keynote Jonathan Ortman, founder and president of the Global Entrepreneurship Network (GEN) will share his ideas on high-growth entrepreneurship.

Read more [here](#).

Symposium Update



Rooms are sold out at the UMass Lowell Inn & Conference Center

Please see other options for lodging:

[Holiday Inn, Tewksbury, MA](#)

[Courtyard, Lowell, MA](#)

Guest Commentary

*Marc H. Meyer
Shillman Professor of Entrepreneurship
Managing Director, the Center for Entrepreneurship Education
Northeastern University*



One of the great challenges facing universities seeking to help their students, staff, and faculty is how to better leverage technologies from their research laboratories into promising new ventures.

At Northeastern University, we have a highly active incubation system with over 400 ventures participating, most of which are from either current undergraduate students or recent alumni. Like most other universities, however, we want to increase the number of “deep tech” ventures spinning out of our labs. This is how we are trying to improve the situation:

Step 1: Re-tool entrepreneurship education for lab scientists and engineers. Like many other universities, we have graduate level entrepreneurship programs with a rich array of courses and strong faculty. However, what lab director, post doc, or PhD student can spare the time for a series of MBA-style courses? Few. Even if they could, it is hard for the typical lab technologist to overcome deficits in business acumen in just the month or two needed to make the course truly worthwhile. The NSF iCorps Site program seemed a good place for us to start. iCorps focuses on teaching and applying customer discovery and solution design for students and staff working on government funded research grants. The NSF brand is also useful for recruiting teams out of the labs. However, we found ourselves modifying the standard iCorps program to make it simpler and leaner, focusing on fewer but more intensive customer and corporate partner ethnographies. We also applied our own structured methods for systems and other solutions design. Mentoring is also an essential element in iCorps. At Northeastern, we have worked to pair entrepreneurs with both industry and R&D mentors. The importance of these interactions is such that we have moved all of our teaching methods into a combination of Zoom and Slack and saved the bi-weekly evening meetings for report-outs and further interactions.

Step 2: Create a prototype fund. While labs do wonderful science, most do not have the extra resources or the pragmatic know-how to build prototypes or a proof of concepts for commercial applications. Using university donor money, we created a prototyping fund. This *Alpha Fund* is governed by a small group of active mentors and Entrepreneurship Center directors who review proposals. \$10k grants to interesting ideas. The iCorps ventures often flow into the Alpha Fund, but each is modular and loosely coupled. When a team gets a prototyping grant, we look into our mentor and alumni roles to get experienced R&D or product managers to guide each team.

For both iCorps and the Alpha Fund, the entrepreneur tends to be the externally-focused PhD or post-doctoral student who loves their technology, but decides to choose a nonacademic career path, with the encouragement and support of their lab director or professor.

Step 3: Direct the lab ventures into an on-campus venture incubation and mentoring process. At Northeastern, we established a student-led incubator about 7 years ago which now has hundreds of active ventures started by students, staff, and recent alumni. Like iCorps, the focus of our IDEA incubator is customer discovery and solution design, but we also then go deeply into business modeling and business planning. The incubator also provides \$10k grants to promising ventures, but primarily for experiments that prove a business model or acquire first customers. We provide about 25 such grants each year. Over the past several years, the ventures launched from the incubator have raised close to \$100M collectively.

With the iCorps training, our lab-based ventures are much more comfortable working with the processes and mentoring in the business incubator.

We think that these approaches can work broadly across academic institutions, helping lab researchers become entrepreneurs. The quality of potential commercial applications emerging from our own labs in just a short time has been a delight to see.

Community Announcements

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**CEO-CICEP Joint Summer Meeting
June 25-28, 2018
Richmond, VA**

Join university economic development, innovation and community engagement leaders in Richmond, VA on June 25-28 for the Association of Public and Land-grant Universities' Council on Engagement and Outreach (CEO) and Commission on Innovation, Competitiveness and Economic Prosperity (CICEP) for the 2018 CEO-CICEP Joint Summer Meeting.

Focus on the theme, Creative Placemaking for Healthy Communities, the meeting will explore creative placemaking in action via university partnerships in the arts, health and innovation. Through presentations, interactive sessions, and field experiences, participants will gain new insights into how public research universities as key "anchor institutions" leverage innovative and interdisciplinary strategies to address complex social and economic challenges facing our communities. The 2018 Summer Meeting will also feature APLU's 5th annual Innovation & Economic Prosperity Universities workshop. Learn more and register: <http://bit.ly/2Dj7dnR>

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