



INNOVATIVE NEWS YOU CAN USE

INNOVATION CAFE SPEAKER TO ADDRESS CROWDFUNDING IN ACADEMIC RESEARCH

Crowdfunding platforms are raising funds and gaining momentum with entrepreneurs, artists and academics. The platforms are also getting the attention from policy makers in the United States as it reinvents how capital is raised.

Crowdfunding (think Facebook for fundraising) can be described as collective, on line fundraising by a network of individuals to support research and ideas for companies.

We hope you can join us for the next Innovation Cafe on Wednesday, January 30 from 8:00 - 9:30 a.m. in the University Conference Center to learn more about crowdfunding from Alon Hillel-Tuch, co-founder and chief financial officer of RocketHub, Inc. Rockethub, the leading crowdfunding platform in the United States, connects artists, academics and entrepreneurs with their fans and brands through the power of crowdfunding. In addition, Elisabeth Whyte, professor at Penn State University Park will discuss her use of crowdfunding to support autism research.

The program will also be available as a live broadcast. Reserve your spot today!

<http://innovationcafe1.eventbrite.com/>



PENN STATE HERSEY RECEIVES \$200,000 QED PROOF OF CONCEPT AWARD



The University City Science Center announced Dr. Joyce Tombran-Tink's research to identify a potential treatment for diabetic retinopathy was awarded \$200,000 through the QED Proof-of-Concept Program.

The QED program includes twenty-one universities and research institutions in Pennsylvania, New Jersey and Delaware participating under a common agreement that defines matching funds and intellectual property management. The QED award gives Dr. Tombran-Tink targeted advice from a team of business advisors and \$100,000 to explore the commercial potential of her discovery, money that will be matched by the Office of the Vice Dean for Research and Graduate Studies for a total award of \$200,000.

Interested in the QED Proof-of-Concept program? Dates for the spring 2013 submissions will be announced soon. Contact the Office of Technology Development for more information.

UPCOMING EVENTS

Date	Event	Time	Location
1.16.13	Research to Start-Up Information Session	8:00 - 10:00 AM	C3626
1.16.13	Research to Start-Up Information Session	12:00 - 2:00 PM	C3860
1.16.13	Research to Start-Up Information Session	5:00 - 7:00 PM	C3860
1.22.13-1.23.13	SBIR/STTR Training Program	8:00 AM - 5:30 PM	HCAR 1103
1.24.13	Technology Development Series	4:00 - 5:00 PM	C3860
1.28.13	Faculty Entrepreneur Club	12:00 - 1:00 PM	T3007
1.30.13	Innovation Cafe	8:00 - 9:30 AM	University Conference Center
1.31.13	Attorney Office Hours	1:00 - 4:00 PM	HCAR 1101

SBIR/STTR PROPOSAL TRAINING PROGRAM OFFERED IN JANUARY

Are you considering submitting a proposal for SBIR/STTR funding? With the next deadline approaching in April, it is not too early to start the process.

Penn State Hershey invites you to learn more about SBIR/STTR funding from nationally recognized expert and trainer, BBC Entrepreneurial Training & Consulting (BBCetc). During this two-day training session held on January 22 and 23, BBC will provide essential information for crafting a competitive SBIR/STTR proposal that meets the unique requirements of the National Institutes of Health.

What You Will Come Away with:

- Current information on the SBIR/STTR Program
- Strategies for targeting your proposal to meet the mission and requirements of the NIH
- Technological innovation and commercial merit – what this really means
- Common problems and pitfalls and how to avoid them
- Preparing a Commercialization Plan which is critical to successful SBIR/STTR proposals
- How to write the proposal to meet the reviewers expectations
- Navigating the often complicated process of submission
- What to do once you learn you are going to be funded or how to reapply

The Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs award over \$2.3 billion in grants and contracts annually through a competitive awards-based process. This compelling source of non-dilutive funding encourages technology-based businesses to explore ideas and profit from their commercialization.

BBC is a results-driven, nationally recognized entrepreneurial consulting group specializing in helping to win SBIR/STTR funding and use awards to strategically propel growth. The training program will take place from 8:00 a.m. - 5:00 p.m. on Tuesday, January 22 and Wednesday, January 23 in the Hershey Center for Applied Research. Registration is limited to 25 individuals and available on a first come, first serve basis. Reserve your spot today.

<http://proposaltraining.eventbrite.com/>

PENN STATE HERSHEY RECEIVES \$765,000 NOVO NORDISK DIABETES INNOVATION AWARD

Work done by Penn State College of Medicine investigator Dr. Alaa S. Awad to identify potential new therapies for diabetic mellitus was recently awarded \$765,000 through Novo Nordisk Diabetes Innovation Award Program. Dr. Awad's proposal was selected from 95 research proposals submitted in response to the New York Tri-State Science Forum call for papers.

The Diabetes Innovation Award Program was created to support both young and established scientists exploring novel hypotheses in protein based biologic therapeutics and technologies for diabetes and obesity. The purpose of the program is to facilitate translation of new ideas from early diabetes and obesity research into innovations by bringing new biologic concepts to a preclinical proof of principal milestone.

For more information on the Novo Nordisk Diabetes Innovation Award Program please contact the Office of Technology Development.

IDEAS IN INNOVATION SERIES TO DISCUSS CREATING VALUE IN INTELLECTUAL PROPERTY

Mark your calendar for the next session in the Ideas in Innovation Series scheduled for Monday, February 11 from 4:00 - 5:30 p.m. in T2500. Mr. Cory Bell, J.D. of Finnegan, an international, intellectual property law firm, will discuss creating value in intellectual property. The program will be simulcast from University Park including elements such as how industry views intellectual property valuation, crowdfunding and related topics.

Reserve your spot at: <http://ideasinnovation.eventbrite.com/>



MEET THE TEAM: GREGORY JACKSON , PH.D.

Gregory Jackson, Ph.D. joined the Technology Development team as an Entrepreneur-in-Residence in January 2013.

In the Office of Technology Development, Greg assists investigators with evaluating the commercial potential of their intellectual property. He works hand in hand with investigators to provide applied insight about the commercializations process, experience in development of technologies, funding sources and resources to assist in the translation of technology from the laboratory to the patient. Investigators can work with Greg to review their ideas and receive guidance along the path of company formation where appropriate.

In addition to Greg's role in the Office of Technology Development, he also serves as an Associate Professor of Ophthalmology at Penn State College of Medicine. Greg's clinical research in the area of aging and age related diseases lead to the discovery of a new diagnostic test for age related macular degeneration. This technology has been commercialized by Maculogix located in the Hershey Center for Applied Research.

Do you have a technology you would like to discuss with Greg?
Contact him today at gjackson@hmc.psu.edu

GRANT OPPORTUNITY: \$1.9M FOR SIX NEW TELEHEALTH RESOURCE CENTERS

The Department of Health and Human Services Health Resources and Services Administration (HRSA) has announced plans to distribute \$1.9 million for the creation of six telehealth resource centers. The funding is targeted for the nation's network of telehealth resource centers which will create five regional centers and one national center.

The centers will focus on technology assessment and telehealth policy or replace an existing center to maintain a network of 14 members. Grants will be administered in amounts up to \$300,000 for a national center and \$325,000 for regional centers through the Telehealth Resource Grant Program (TRCGP) to healthcare organizations, networks or providers establishing telehealth programs to serve rural and medically under-served areas and populations.

For more information on the Telehealth Resource Grant Program please visit: www.grants.gov

Funding is available through fiscal year 2015. Deadline for submissions is February 25, 2013. Grants are renewable for as many as three years.

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PENNSTATE HERSHEY



Technology Development

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