

# Shannon Sheehan Ph.D., M.B.A.

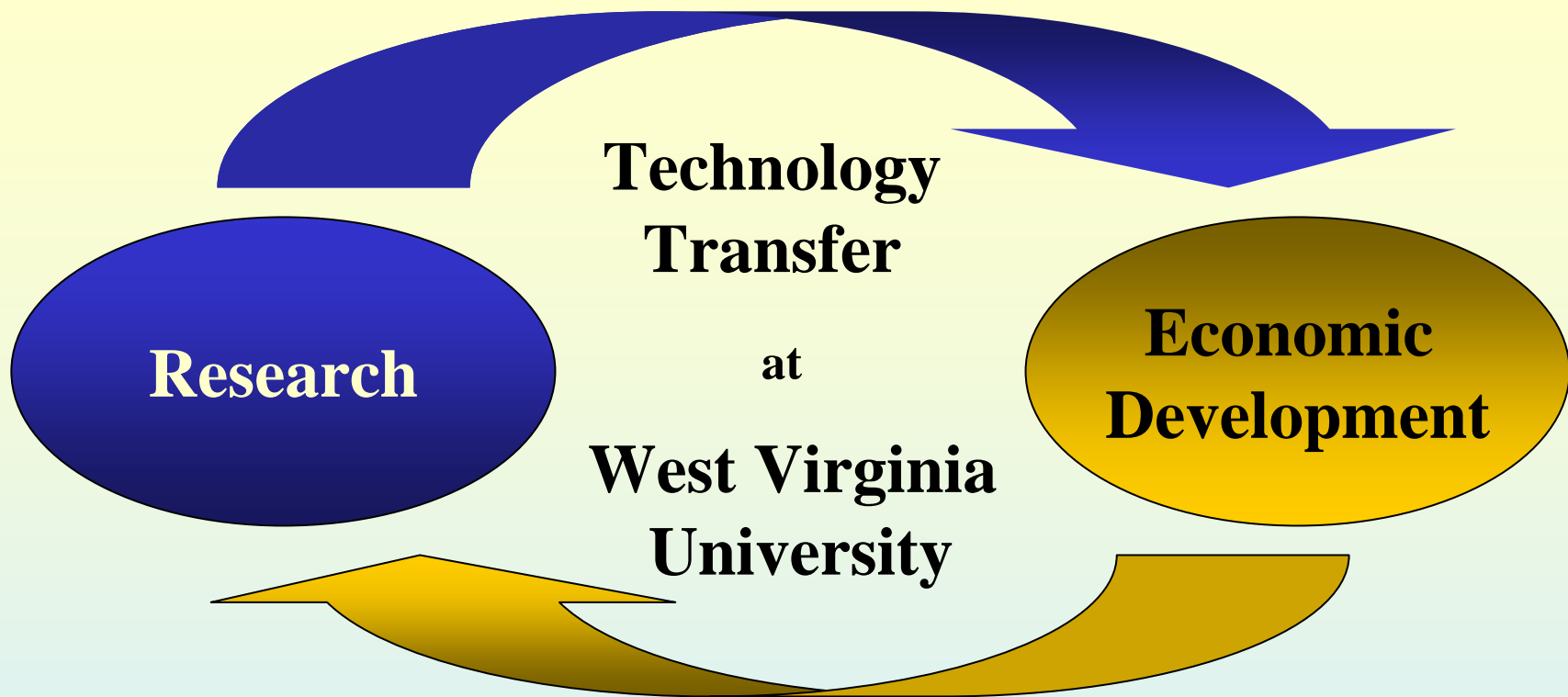


- Associate Director of the Office of Technology Transfer.
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# Chestnut Ridge Research Building

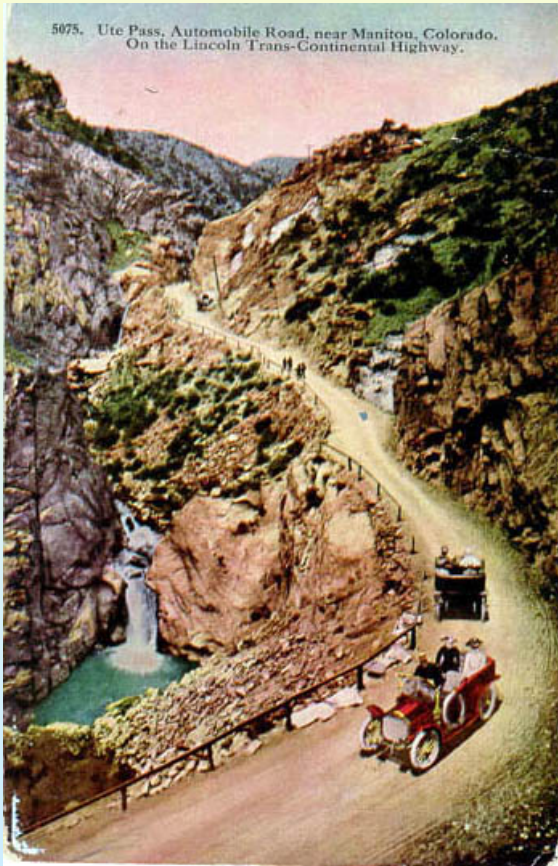


- Research Office
  - Technology Transfer
  - Economic Development
  - Program Development
  - Congressional Relations
  - Sponsored Programs
  - Research Compliance
  - Forensics Research
  - Virtual Medical Campus
  - Biometric Knowledge Center
  - Business Incubator (Open Nov. 15)
- CSEE Department
  - Virtual Environment Lab
- CEE Department
  - Constructed Facilities Center
- Distance Learning



# Linking Research to Economic Development Through Technology Transfer

# Our Goal and Mission



1. Commercialize WVU Technology
2. Develop Business
3. Economic Development

# Traditional Approach



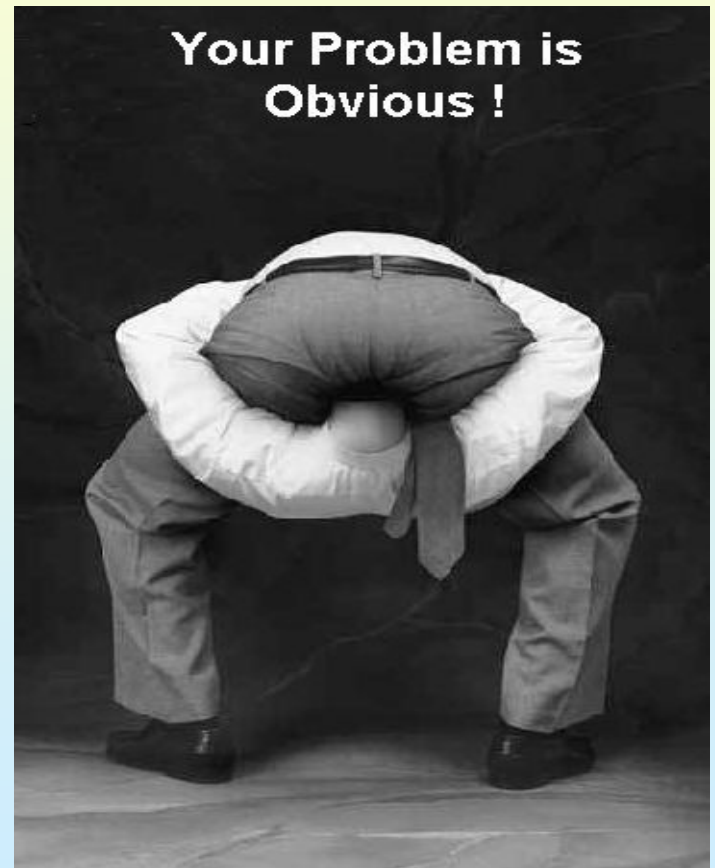
- Perform search for national or worldwide licensee
- License a technology to an existing established company by going company to company.

# Traditional Approach

- Ask the inventor to form a start-up company around the technology
- Form a collaborative agreement with an established company to get the technology to a better position for commercialization

# Downside of Traditional Approach

- We realized that most of our technologies are too early stage to be able to get any well-established company interested
- Starting companies requires huge capital resources
- NIH



# Ball and Chain



By charter, all activities  
need to be tied to West  
Virginia University



# New Ways to Commercialize WVU Technology



We are approached by small companies that have an ailing product that needs R&D, which we can supply.

# New Ways to Commercialize WVU Technology

- We approach local/regional entrepreneurs to lead product development on technology we have coming out of the University.

# New Ways to Commercialize WVU Technology

- We are approached by companies that need incubator space or services and want to tie in with the University
- In other words start with the business and then find a way to get our technology to fit into it.

# Collaboration

- Take local and regional companies and get them interested in co-developing new products from scratch



# Local Entrepreneurs

- Incubator can be used to encourage local entrepreneurs and entrepreneur angels to come in and lead a technology.
- The effort by them is reduced because we offer turnkey operations



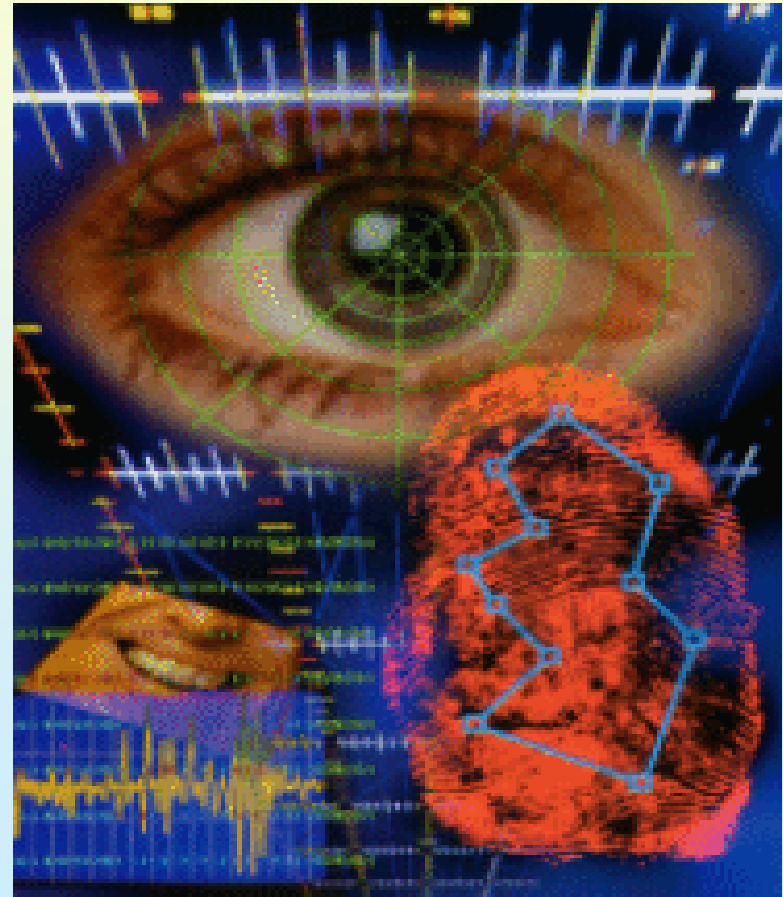
# Value added IP



- We add value to the IP by forming the company

# Considerations

- Type of Technology
- Tie-in to WVU
- Adjunct position for entrepreneur
- Research Available
- Areas we wish to be active in e.g. Biometrics



# Considerations

- What incubator services and facilities are needed
- Business Plan
  - Time to break even
  - Background of the Entrepreneur
  - Demand for the product
  - Review of competitive technologies and products
- Buy-in from inventor
  - a notable inventor has the ability to “drive” a market



# Services We Provide

- Advertising
- Business Development
- Engineering Consulting
- Information Technology
- Marketing

# Services We Provide

- Legal
- Finance & Accounting
- <http://www.wvu.edu/~incubatr/main.html>
- 13 paid interns

# Resources

- Computers
- Internet access
- Furniture
- Consulting
- Phones and phone service

# Resources

- Offered for a limited term
- Fees vary based on technology and equity stake
- Commitment to funded research
- Costs on square foot basis

# Agreements



- CRADA
- Affiliation Agreement
- Operations Agreement  
(Ownership)
- Employment  
Agreement

# Technical Advantage, LLC

- Steve Curry and Aimee Curry
- WVURC Equity
- Medical and dentistry instruments
- Adjunct position

# Protea

- Steve Turner
- WVURC equity
- Proteomics company
- Outside entrepreneur
- Space in Health Sciences



# Abilities Personnel

- Andy Pope
- WVURC equity
- Placement service for disabled workers
- LLC
- NPO Equal Access



# MD Biotech/Autogentox

- Chris Kolanko
- Start-up that approached us due to desire to use the incubator
- Has licensed four technologies
- Adjunct faculty
- Leases lab and animal space



# Mannette

- Elle Mannette  
(inventor)
- WVURC equity
- Second start-up
- Founded May 2000
- Yearly festival of  
Steel



# Advanced Carbon Products, LLC

- Jack Henry, Thomas Heywood & Mac Warner
- Dwindling parish
- Statewide partnership to focus on carbon technology
- Affiliation and other agreements

# Oculus Development Corporation, LLC

- Bruce Sparks, WVURC equity
- We approached Bruce to ask him to take product forward
- Organized by affiliation and other agreements
- Working directly with Faculty Member

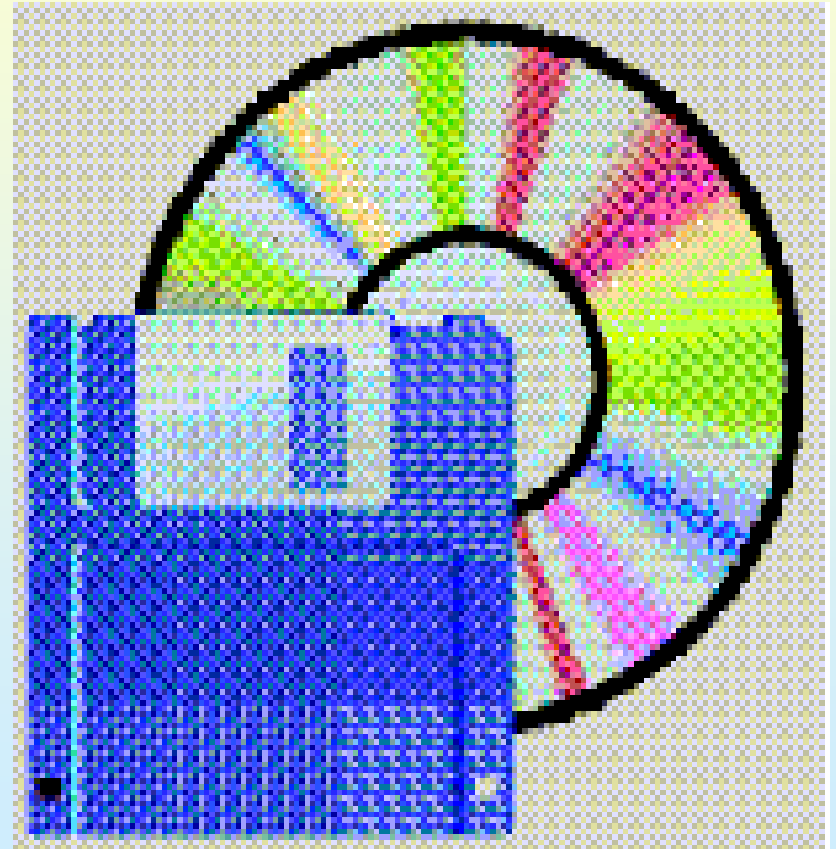
# Premium Carbon Products



- Joe Stoffa Graduate Student
- Seeking grants for Research
- Does carbon products research for applied and niche markets

# WVU software

- AMD (Acid Mine Drainage)
- CLUES
- WVHEFIS West Virginia Higher Education Facilities Information System
- SOLE Secure Online Learning Environment



# A-Ten Flyer

- Outside Company
- With Fraternity we have a tie in to over 260 chapters



# Advantages of Our Process

- Serial licensing
- A successful start up is a good candidate to license your forthcoming new technology
- Develop partnering and connections

# Future Challenges

- Insurance
- Money movement
- Seed Fund