

OFFICIAL PROGRAM

IC² & WBT University Technology Commercialization Competition
Arlington, Texas
March 15-17, 2010



THE UNIVERSITY OF TEXAS AT AUSTIN
MASTER OF SCIENCE
Technology Commercialization



IC² & WBT University Technology Commercialization Competition

The WBTshowcase is proud to partner with the IC² Institute and the M.S. in Technology Commercialization (MSTC) Program at The University of Texas at Austin to give university students the opportunity to perfect their pitch with an audience of WBT attendees. The annual IC² & WBT University Technology Commercialization Competition intends to encourage graduate students to commercialize technologies developed at their universities and to facilitate the resulting new ventures obtaining funding.

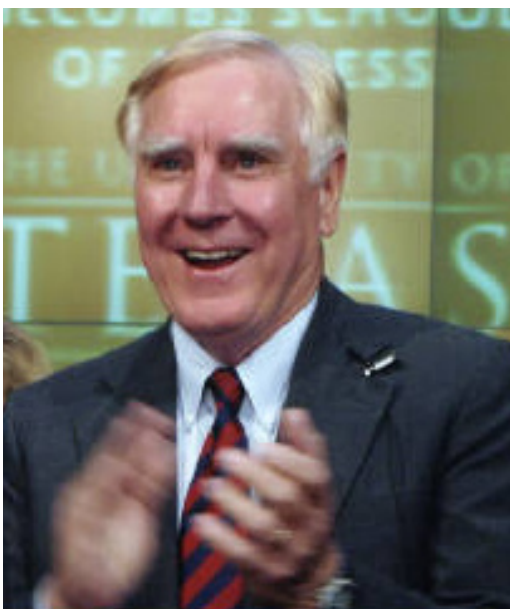
About the IC² Institute

The IC² Institute is a globally recognized “think and do” component of The University of Texas at Austin whose mission is to engage in cutting-edge research to enhance the solving of unstructured problems related to market economies, wealth creation, growth and prosperity through entrepreneurial activity and the commercialization of technological innovation. The Institute carries out this mission through its primary applied research laboratory at the Austin Technology Incubator as well as through the Bureau of Business Research, the Global Commercialization Group, the Digital Media Collaboratory, Visiting Scholars and the Master of Science in Technology Commercialization Program.

About the MSTC Program

The Master of Science in Technology Commercialization (MSTC) Program is an outgrowth of the IC² Institute at The University of Texas at Austin. It is an accelerated executive master's degree program that was designed to teach students to identify and evaluate emerging technologies, identify customers and marketing strategies, develop broad, flexible business plans, build a high-functioning management team to drive the new venture, devise approaches for securing funding and manage and protect intellectual property. The MSTC Program is now formally part of the McCombs School of Business.

Director, IC² & WBT University Technology Commercialization Competition



Gary M. Cadenhead, Ph.D. directed the world renowned MOOT CORP® Competition from 1992 through 2005 and has a lifelong involvement in entrepreneurial activities. He has started and managed his own ventures, consulted new ventures, served on the boards of new businesses and assisted minority-owned businesses. Currently, he directs the Master of Science in Technology Commercialization Program at The University of Texas at Austin and chairs the board of Halsa Pharmaceuticals. During 2004, he served as Chairman of the Board of Schlotzky's Inc. He is president of the MOOT CORP Foundation and Director of the MOOT CORP Pontoon Fund.

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Competition Updates

2007 CEDIC New Venture Champion Update

MacuCLEAR Corporation, the 2007 New Venture Champion, has made considerable progress since winning the CEDIC Championship in March 2007. MacuCLEAR is developing topically-administered eye drops to treat Age Related Macular Degeneration (AMD), the leading cause of blindness in people over the age of 50. MacuCLEAR has received FDA Fast Track designation, which is intended to facilitate development and expedite review for drugs that treat serious diseases and fill unmet medical needs. MacuCLEAR has also announced collaboration with Mystic Pharmaceutical to use Mystic's novel drug delivery device in its upcoming clinical program. This novel delivery system, in conjunction with MacuCLEAR's plan to demonstrate pharmacologic activity in their upcoming Phase I Safety trial, are both intended to increase interest with potential strategic partners. Finally, the Texas Emerging Technology Fund has informed MacuCLEAR that the Governor's office has signed off on the \$1.7M they will receive from this unique state sponsored venture fund. MacuCLEAR is now seriously considering an offer to purchase the company. More information on the company can be found at www.macuclear.com.

2008 CEDIC New Venture Champion Update

Since winning the WBTshowcase business plan competition in March 2008, Texas based MicroTransponder Inc. has raised \$4.85M in funding from grants and private capital to develop a wireless neurostimulation technology platform for the treatment of chronic pain and several other neurological indications. The minimally invasive device is able to deliver precise stimulation to the areas of pain around the peripheral nerves, with no implanted batteries or wires. The Company is finishing R&D on the device and accumulating data toward FDA clearance in addition to building out its management team with experienced executives from companies such as Cyberonics and Advanced Bionics. MicroTransponder is also developing a device platform for a pipeline of additional indications based on Vagus Nerve Stimulation, including stroke rehabilitation, tinnitus, and anxiety. More information on the company can be found at www.microtransponder.com.

2009 IC² & WBT University Technology Commercialization Competition Update

PassPro-tech, last year's IC² & WBT University Technology Commercialization Competition Champion, is now an IBM development partner. PassPro-tech is a unique, single-sign-on password technology that offers a simple, secure way to authenticate users on multiple networks with a significantly higher level of security than competing technologies. PassPro-tech is currently working with IBM to get integrated into their Lotus server system. Since the competition, PassPro-tech has also been issued two more patents and has raised \$70,000 in financing to push the development forward towards the IBM partnership.

Schedule of Events

Monday, March 15

5:00 p.m. **New Venture Showcase** - Champions Foyer, Sheraton Arlington
Teams, Faculty Advisors, Judges, Sponsors, WBTshowcase Participants

Tuesday, March 16

Opening Round - Sheraton Arlington

	<u>Division I</u>	<u>Division II</u>	<u>Division III</u>
<i>Room:</i>	<i>Super Bowl I</i>	<i>Super Bowl II</i>	<i>Stanley Cup</i>
9:00 a.m.	POW! Solutions	Occlude Solutions	Altus Poles
9:35 a.m.	Navigate Technologies	Lucid Diagnostics, Inc.	Modern Sec. & Surv. Sys.
10:10 a.m.	Green Valley Solar	Bombyx Technologies	Recárgatel
10:45 a.m.	EcoGreen Glass	CervoCheck	Desert Cottonseed, Inc.
11:20 a.m.			Rebellion Photonics
12:00 p.m.	Lunch		
1:30 p.m.	Finalists Announced		
1:45 p.m.	Feedback From Judges		

Wednesday, March 17

Finals - Arlington Convention Center (Gallery Stage)

9:30 a.m. Division I Finalist
 10:10 a.m. Division II Finalist
 10:50 a.m. Division III Finalist
 12:00 p.m. Lunch
Winners Announced

2010 Finalist Ventures

Division I

POW! Solutions

Carnegie Mellon University

POW! Solutions was formed to commercialize a new patented technology with the potential to either reduce the EPA-estimated \$7.4B bill for U.S. data center energy consumption projected for 2011 by as much as 30% or increase the performance of those same data centers by approx. 20%.

- Mark Prince
- Timo Mechler

Navigate Technologies

The University of Texas at Austin

Navigate Technologies is an innovation development agency that has acquired the option to license from The University of Texas at Austin a patented breakthrough in a chlorine resistant membrane technology. This technology will make reverse osmosis (RO) more economical.

- Katey Gilligan
- Claudia Chittim
- Florence Wong
- Maggie Yu

Green Valley Solar

University of Arkansas

Green Valley Solar is commercializing a patented process for reducing costs and increasing conversion efficiencies for current solar manufacturers. The technology provides a low cost method for crystallizing amorphous silicon into large grain polysilicon with grain sizes over 30 times larger than current offerings.

- Douglas Hutchings
- Seth Shumate
- Brent Bertelsen
- Stephen Ritterbush

EcoGreen Glass

Kennesaw State University

EcoGreen Glass, Inc.'s (hereafter EGG) vision is to make EcoGreen Glass™ a transformational product in environmentally sustainable new building construction, as well as an economical solution for retrofits of current buildings. EcoGreen Glass™ is a unique form of tempered glass produced by EGG's patented tempering process that reduces the heat transferred across the glass by up to 83%.

- Joe Jordan
- Irene Elcock
- Basil Haslett

2010 Finalist Ventures

Division II

Occlude Solutions

Universidad de los Andes

Occlude Solutions is an early stage medical device company focused on developing and marketing low-cost minimally invasive cardiovascular occlusion technologies for patients in developing economies.

- Felipe Estrada
- Carolina Vallecilla

Lucid Diagnostics, Inc.

University of Idaho

Lucid Diagnostics, Inc.'s (LDI) mission is to increase the health and wellbeing of women globally by improving the diagnosis and treatment of bacterial vaginosis (BV). Using a new diagnostic method developed by Dr. Larry Forney at the University of Idaho, LDI can positively detect for BV as well as categorize a woman in to one of eight microbial community types.

- Michelle Vachon
- Brandon Holbrook
- Jacob Pierson

Bombyx Technologies

Cornell University

Bombyx Technologies in collaboration with Cornell University is developing a transparent bandage that rapidly heals eye wounds. It can be administered to the 7 million patients who receive eye injuries each year from trauma, disease, infection, or surgery.

- Ben Rollins
- Brian Lawrence

CervoCheck

Johns Hopkins University

CervoCheck provides physicians with an accurate and reliable tool to determine the onset of preterm labor through accurate monitoring and measurement of the progression of uterine and cervical activity.

- Rose Huang
- Christopher Courville
- Karin Hwang
- Deepika Sagaram

2010 Finalist Ventures

Division III

Altus Poles

Brigham Young University

Altus Poles is reforming multiple industries by providing an automated manufacturing process for composite grid structures.

- Mark Jensen
- Sam Kearl
- Neal Watterson

Modern Security and Surveillance Systems

The University of Texas at Dallas

Modern Security and Surveillance Systems' technology will assist security personnel in early detection of hazardous items stored inside and underneath vehicle carriages. The UCS (Under Car Scanner), an under-carriage surveillance system, is integrated into a regular sized speed-bump and with wireless interface to a computer terminal.

- Swapnil Bora
- Adam Rivon
- Vishval Trivedi

Recárgatel

CIMAV & The University of Texas at Austin

Recárgatel offers the Whiphone (Wireless Payphone Public Vending Machine), a solution that integrates the public telephony and the enablement of e-services like top ups, bill payment and content sell.

- Rafael Tejada Elizondo
- Carlos Tejada Elizondo

DesertSeed, LLC

Texas Tech University

Desert Cottonseed, Inc. is a broker for patented agricultural technology in the West Texas region. The emphasis is on disruptive technologies, such as Naked Tufted Cotton; a revolutionary modified seed that provides high yield in arid conditions, reduces the cost and length of the ginning process, and increases seed oil output for alternative energy and other such revenue generating initiatives.

- Chin Eseonu
- Chris Davis
- Jennie Mellado

Rebellion Photonics

Rice University

Rebellion Photonics is an advanced optics company that has invented a revolutionary platform technology that allows users to decipher an object's chemical composition while simultaneously taking a traditional visible picture or video.

- Anne Robin
- Tadzia GrandPre
- Robert Kester
- Allison Lami
- Frances Parker

Judges

Division I Judges

Ryan Confer
Innovate Texas

Chris Hanebeck
Entrepreneur

Chuck McCoy
North Texas Angel Network

Heath Naquin
UTEN

Jim Rumbo
Entrepreneur

Division II Judges

Andy Boothe
Innovate Texas

Ray Cone
MDC Enterprises

Steve Dunford
OxySure

Phong Le
VP, Faradox Energy Storage

Tim Wittig
SAIC

Division III Judges

Don Carroll
Let's Gel

Debbie Mrazek
The Sales Company

Christopher Plummer
Entrepreneur

David Warwick
Innovate Texas

Mike Waugh
THORAD

Finals Judges

Doug Baum
Co-Founder/COO, MacuCLEAR

John Prewitt
President, First Community Bank

Suresh Ramamurthi
Investor

Alex Ramsay
President, LodeStar Universal

Phil Speros
President, HALSA Pharmaceuticals



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WBTshowcase
world's best technologies