

TECHNOLOGY MANAGEMENT 2005-2006

Like all successful new ventures, the Technology Management Program sets its sights high, establishing aggressive milestones. The academic year 2005-2006 was a great success by any measure. More students than ever have benefited from this entrepreneurial program. We have the "numbers" - more students taking our classes by a factor of two, more lectures held, more students and community members participating, more Business Plan Competition entrants, more business leaders and entrepreneurs meeting and working with our students, and much more faculty involvement. We work hard to ensure this program makes a difference in peoples' lives. Proof that our efforts work - when a student tells of a successful job interview, and further, of getting the job offer that they only dreamed of before the Technology Management Program. Or when a student secures funding with an angel investor and credits his success to the skills learned through the Technology Management Program. Or when an applicant to UC Santa Barbara chooses this university over other schools, citing the Technology Management Program as a strong factor - this is when we see a success for us as well.

FACULTY AND CURRICULUM

Our courses are consistently ranked among the best in the University, and this year we tripled our offering! Tenured UC Santa Barbara faculty and lecturers from the business community work together to design and implement over 30 undergraduate and graduate level courses presenting both theory and practice of marketing, finance, and management issues. Courses relate to the process of commercializing new technologies. All Technology Management faculty have extensive background in starting, growing, and managing technology businesses. Our faculty includes:

- Kevin Almeroth, PhD Professor of Computer Science
- Susan Block, MBA and cofounder of an investment bank: finance.
- John Bowers, Professor and serial entrepreneur, Ph.D. Electrical Engineering: entrepreneurship and new product development
- Steven Cerri, Skyler Technologies, MBA and MS engineering: management
- Tony Cheetham, PhD, Professor of Materials and Chemistry and partner NGEN Partners, LLC.
- David Cremin, MBA and Venture Capitalist with DFJ Frontier
- Leslie Edwards, PhD, BS Molecular Biology: life science and health care.
- Gary Hansen, PhD, MBA, Associate Dean and Professor of Technology Management: entrepreneurship and technology management
- Stephen Laguette, Former VP of R&D for several medical start-ups: opportunity recognition in the health care industry
- Jim Morouse, Wharton MBA with an expertise in branding and brand management: marketing
- David Seibold, Professor, PhD, MA in Communications, Codirector of the Graduate Program in Management Practice: management

C2C: EMERGING ENERGY TECHNOLOGIES SUMMIT

The Summit, a sold-out event its inaugural year, allowed participation with financiers, engineers, scholars, business leaders, and policy makers as they discussed the development and creation of profitable and practical energy technology solutions that meet the market's evolving energy demands. The Summit highlighted the latest research and development for new energy technologies, as well as made aware the interdependency of political, market, and technical influences in bringing these concepts to market. Visit www.C2C.uscb.edu.

TECH MANAGEMENT LECTURE SERIES

Fall 2005 and Winter 2006 offered outstanding speakers. "Picking Winners: Here's How" was the theme. Ideas were presented by leaders such as Ron Werft, President & CEO of Cottage Health System; Virgil Elings, Ph.D., Technology Pioneer; Michael Pfau, Partner, Reicker, Pfau; Martin Moskovits, Dean of Sciences, College of Letters & Science, UC Santa Barbara; Craig Prater, Director of Technology Development for Veeco Instruments Inc.; and Dorothy Pavloff Director of California Technology Ventures.

NEW VENTURE FAIR

In April the semi-finalist New Venture Competition teams provided a formal "Venture Fair" where seasoned investors and entrepreneurs had the opportunity to hear student business teams give pitches, read Executive Summaries, and to vote for the teams that were most likely to make a successful enterprise. These teams proceeded on to the formal New Venture Competition.

NEW VENTURE COMPETITION

In May the Technology Management Program held its 7th Annual Business Plan Competition. Eight groups of student entrepreneurs, who had survived rigorous preliminary rounds, made formal "pitches" to a panel of corporate leaders, investors and serial entrepreneurs. The Competition provides student entrepreneurs with opportunities for teamwork, creativity, networking and authentic practical educational experiences as well as a chance to win \$10,000 in start-up funding.



MENTORSHIP PROGRAM

Six evening mentor events provided an opportunity for student entrepreneurs to hone their business ideas, pitching skills and to obtain essential legal, financial, and business planning expertise. Over 40 mentors from throughout the entrepreneurial and business communities were involved. In addition, one longer-term mentor was assigned to each finalist team of the Business Plan Competition. These evenings gave students an opportunity to measure the caliber and maturity of their business skills.

ENTREPRENEUR AT THE TABLE (EATS)

This year, we hosted over 15 EATs, a terrific informal forum for entrepreneurs to share ideas, lessons, management styles and insight with students associated with Technology Management Program. Ten students around a table in a "conversational lunch" format created a uniquely intimate learning setting.



TECH MANAGEMENT RADIO: "ON THE EDGE" (KCSB, 91.9FM)

People, ideas, entrepreneurship and innovation at the frontiers of science. "On the Edge" (OTE) is a weekly sixty-minute dialog with science, technology and entrepreneurial leaders. The program touches innovation, leadership, and entrepreneurship and attempts to demystify emerging technologies. To get involved, write to ontheedge@engineering.ucsb.edu.

LEADERS IN INNOVATION

A TMP program that brings world-class researchers together with business leaders. Our first event in the Winter of 2005, was a successful Stem Cell presentation with Dr. Benjamin Reubinof. A group of ten faculty, ten graduate students and ten business people came to this morning lecture series designed to bring knowledge leaders together to build linkages and learn from each other.

RESOURCE CENTER

The Resource Center provides both UCSB faculty and students with a wide range of resources for technology business management and start-up information. Currently, the Center provides electronic resources such as "Your Questions Answered: Our E-Advice Forum" and recommended web sites. The Center also offers workshops for entrepreneurs looking to enhance their technology, business, and management skills. In the future, the TMP Resource Center plans to expand to include journals, texts, and laboratories, such as a "hands-on" prototyping facility.

