

# Entrepreneurs-in-Residence

## University of Washington

*Accelerating technology from research to the marketplace*



### *Meet the University of Washington EIRs:*

Dave Croniser,  
Medical Devices

Tom Shulte, Point-of-  
Care Diagnostics

Neil Fanger, Molecular  
Diagnostic and  
Therapeutic Products

Terry Gran, Biofuels

Ken Myer, Wireless  
Electromyography

David Kaplan,  
Smart Grid

Henry Berg,  
Polymer Cooling and  
Pico-Projection

Terri Butler, Organic/  
Hybrid Materials and  
Polymers

Stephani Amoss,  
Marketing Strategies

Bob Wilcox, Launching  
a new company around a  
C4C license.

**UW Center for Commercialization (C4C)**, the university unit that facilitates the commercialization of UW research, has started two new programs: an Entrepreneur-in-Residence (EIR) program and an Entrepreneur Advisor program.

Developed with direction from the WA State Economic Development Commission and financial support from the Washington Research Foundation, these new programs partner seasoned entrepreneurs and business executives with UW researchers who have promising technologies that need further development to reach startup stage.

**Entrepreneur Advisors** work early on to educate and mentor faculty on the company formation process, bringing in EIRs when a company prospect can achieve scale for spinout and needs dedicated product development and market development efforts.

**Stated Linden Rhoads**, vice provost of UW Center for Commercialization, "These programs are the result of a conversation with State Senator Jim Kastama who pulled me aside at my first WA State Economic Development Commission meeting and challenged me to investigate what other prestigious institutions like Harvard, Carnegie Mellon, Los Alamos and Sandia National Labs were doing to maximize their regional impact and integration with the business community. These programs are the first in a number of new initiatives developed to emulate best practices."

**The EIR program is managed** by LaunchPad Services Director, Janis Machala.

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### **WSU Entrepreneurs:**

Private-sector, “C-level” entrepreneurs working shoulder-to-shoulder with researchers to find solutions for next generation businesses.



Kevin Petersen



Charlie Leyerle



Peter Quinn



Karen Fiedlner



Bryan Zetlan



Jeff Canin



Lewis Rumpel

**Developing Food Safety Opportunities** the EIRs are working with WSU researchers. Funded by USArmy and a consortium of private food companies, they will be manufacturing microwave sterilization food processing systems for the food industry.

**Working with WSU Nuclear Radiation Center and Bioproducts Sciences & Engineering Laboratory (BSEL) at Tri-Cities** on commercialization of medical & industrial radioisotope production capacity of WSU reactor. EIRs are establishing deeper ties with Pacific Northwest National Laboratories and commercialization experts. They are aligning research priorities for WSU Technology Center and BSEL, developing commercial applications & investment in cutting-edge WSU positron research.

**Revitalizing the c-MET Inhibitor technology** (currently licensed to Pacific Northwest Biotechnology, LLC. new patents have been filed, a new company formed.

**Building sustainable businesses in rural Jefferson County.** Focus is on WSU’s portfolio of near-market, modestly scaled economic opportunities (e.g. Vet Surgery tools, cheese to bread, and beer, wine & cider industries)

**Collaborative Resourcing** – in partnership with NuElement, WSU is developing a parallel technology deployment model to facilitate the rapid commercialization of WSU research products to yield validated, market relevant research products.