

3M SEMINARS Technology Commercialization

Developed exclusively for graduate and PhD students in technology and science programs at the University of Minnesota, the 3M Seminar series features interactive discussions and case studies on how to bring your ideas from the laboratory to the marketplace

Hear directly from leading technology entrepreneurs, venture capitalists, and academics about how to turn your technology and science-based ideas into profitable businesses. This five-part series presents and discusses critical issues facing technology-based entrepreneurship:

October 13th	Identifying market opportunities
November 10th	Incorporating and securing intellectual property
January 26th	Financing your venture
March 9th	Technology commercialization for web 2.0 businesses
April 6th	Technology commercialization in medical/healthcare industry

Developed exclusively for graduate and PhD students in technology and science-related programs at the University of Minnesota, this five-part series features interactive discussions and live case studies describing how to bring your ideas from the laboratory to the marketplace. All expenses for these seminars have been sponsored by 3M as a means to complement students' education with practical lessons on how to bring their technologies to market.

Seminar speakers are experienced in law, venture capital, and launching new ventures. They bring a wealth of experience in getting new technology businesses off the ground. Each session will provide handout materials, introduce real-world case studies of failure and success, and provide the opportunity for interactive discussion.

In order to provide for an interactive setting, registration is limited to 50 graduate or PhD students from the Institute of Technology, College of Biological Sciences, CFANS, and the Academic Health Center. The seminars are organized by the Gary S. Holmes Center for Entrepreneurship and will be held in the Executive Conference Center at the Carlson School of Management from 5-7 PM.

Register for the seminar series at hce@umn.edu

Additional information at www.entrepreneurship.umn.edu

Gary S. Holmes
Center for Entrepreneurship

CARLSON
SCHOOL OF MANAGEMENT
UNIVERSITY OF MINNESOTA



Identifying Market Opportunities

Monday, October 13th, 5-7 PM

This first seminar will discuss the key elements of the business model for your technology/science-based business and the associated challenges to success:

- Identifying the market opportunity and target markets
- Transitioning from R&D to product
- Building a management team
- Developing a go to market strategy and distribution channels

Incorporating and Protecting Intellectual Property

Monday, November 10th, 5-7 PM

This second seminar will present the key legal and intellectual issues for your technology/science-based business and follow with an extended Q&A on each subject:

- Incorporating and other legal issues facing new ventures
- Overview of intellectual property
- Developing and securing intellectual property

Financing a New Technology Venture

Monday, January 26th, 5-7 PM

This third seminar will review the fundraising process, options and challenges for your technology/science-based ventures and follow with an extended panel discussion:

- Overview of fundraising process and options
- Key decisions and challenges in financing new technology/science-based ventures
- Panelists with extensive experience from both technology and health care

Technology Commercialization for Web 2.0 Businesses

Monday, March 9th, 5-7 PM

This fourth seminar will present and discuss emerging trends and opportunities for commercializing technology within web 2.0 businesses. Entrepreneurs, investors, academics and experts in this industry will lead a panel discussion on how best to leverage technology in web 2.0 businesses.

- Emerging technology and market trends for web 2.0 businesses
- Recommended approaches for leveraging technology in web 2.0 businesses
- High potential opportunity areas for future technology commercialization
- Technology commercialization in web 2.0 businesses at University of Minnesota

Technology commercialization in Medical/Healthcare Industry

Monday, April 6th, 5-7 PM

This fifth seminar will present and discuss emerging trends and opportunities for commercializing technology in the medical and healthcare industries. Entrepreneurs, investors, academics and experts in this industry will lead a panel discussion on how best to leverage technology in web 2.0 businesses.

- Emerging technology and market trends for medical and healthcare industries
- Recommended approaches for leveraging technology in medical and healthcare industries
- High potential opportunity areas for future technology commercialization
- Technology commercialization in medical/healthcare industries at University of Minnesota

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Seminar Speakers

Buzz Benson is a founding member of SightLine Partners. He focuses on emerging companies across the medical technology industry. Prior to SightLine, Buzz founded Piper Jaffray's dedicated venture activities in 1992. Prior to 1992, he co-headed Piper Jaffray's Investment Banking activities focused on the healthcare industry for six years. In addition to his over 16 years of venture capital experience, Buzz has been actively involved in a broad range of transactions for healthcare companies including mergers and acquisitions, corporate partner agreements, public offerings and private placements of equity and debt. Prior to joining Piper Jaffray in 1986, Buzz was a partner at Stonebridge Capital, a partnership investing in emerging publicly traded companies. Previously, he was an investment officer with Cherry Tree Ventures, and a manager in the public accounting firm of Arthur Andersen & Co. He is a graduate of St. John's University and a Certified Public Accountant.

Michael D. Ellwein is currently a member of Fredrikson & Byron's Medical Technology law practice in Minneapolis as well as a Venture Partner with Three Arch Partners in Portola Valley CA.. Previous to these positions, Mike held several high-level positions during a seventeen-year career at Medtronic, Inc., where he was the Vice President and Chief Development Officer from 1998 to 2007, Vice President of Corporate Development and Associate General Counsel from 1993 to 1998, and Vice President of Corporate Development and Assistant General Counsel from 1990 to 1993. Mike was deeply involved in the company's transition, by acquisition, from a small pacing company with \$800M in revenue and a market cap of \$1.7B, to the largest Med-Tech device company in the world, with \$12B in revenue and a market cap of \$60B today. Mike has vast experience in the medical technology industry, providing leadership for mergers, acquisitions, divestitures, joint ventures, strategic alliances, and licensing opportunities, as well as identifying, valuing and recommending growth opportunities. Through the course of his career at Medtronic, Mike has developed an in-depth knowledge for and appreciation of the venture capital market.

Mark W. Kroll, Recently retired as Chief Technology Officer and Senior VP from St. Jude Medical, Inc.'s main division, which is the second largest manufacturer of cardiac rhythm management products. Now corporate director of Taser International (NASDAQ:TASR) and Haemonetics (NYSE:HAE). With over 240 U.S. patents, Mark is the most prolific inventor of electrical medical devices in the world. All ICDs sold have at least one licensed Kroll patent. Has lectured in 20 countries on topics including defibrillation, invention process, electrical weapon safety, and medical device startups. Mark is a senior member of IEEE. Listed in Who's Who In Science And Engineering since 1992. Awarded "Fellow" recognition by the American College of Cardiology. Fellow of the Heart Rhythm Society. Co-editor of Implantable Cardioverter Defibrillator Therapy published by Kluwer of Boston. Research specialty is the effects of electricity on the human body. Over 150 papers, invited presentations, book chapters, and abstracts. Faculty for the UCLA Anderson School "Creativity and Innovation" annual program. Invited lecturer to Caltech MIT Enterprise Forum. Adjunct Full Professor of Biomedical Engineering, California Polytechnic University. Adjunct Full Professor of Biomedical Engineering, University of Minnesota. BS Mathematics and MS and PhD in Electrical Engineering from the University of Minnesota. MBA from the University of St. Thomas.

Bruce R. Kline is a Senior Technology Licensing Manager who joined The Mayo Clinic in May of 2003. Bruce received his BS in Mathematics for Minnesota State University in 1988 with a concentration in Statistics. Prior to joining the Office of Technology Commercialization, he worked in the fields of Process and Facilities Engineering, Product Management, Regional Sales Management, and Global Business Development within the Electronics Industry. His primary areas of expertise are Electronic Materials, Technology Development, and New Product Commercialization within the Orthopedics, Radiology, and Electronics markets. Bruce has successfully complete well over 25 licenses of medical products and devices, and lead the development of 4 commercially successful products for companies such as Mayo Clinic, Honeywell, and Taconic. He is an active member of the IPC and sits on the Steering Committee for the Executive Market and Technology Forum.

Brad D. Pedersen, a partner at Patterson, Thuente, Skaar & Christensen, P.A., graduated from South Dakota State University in 1981 with a BS in electrical engineering where he was a Briggs scholarship recipient. He received his law degree cum laude from the University of Minnesota in 1986. Prior to law school, Mr. Pedersen worked as a diagnostic software engineer for Magnetic Peripherals, a Control Data subsidiary. Mr. Pedersen had previously been with the Patterson firm from 1991 to 1996. Prior to rejoining the firm, he was IP Counsel for Angeion Corporation, a high-technology medical device company from 1996 to 1998. Mr. Pedersen started his legal career in 1986 as a litigation associate with Gibson, Dunn & Crutcher in Los Angeles and was then a patent associate with Dorsey & Whitney in Minneapolis from 1987 to 1991. Mr. Pedersen has more than 25 years experience working with software and computers and more than 15 years of experience assisting high-technology clients with patent,

copyright, trademark, licensing and litigation matters. He has a proven track record of creating patent portfolios and strategies for startup companies. Patents written by Mr. Pedersen have resulted in settlements and transactions worth more than \$100 million. Mr. Pedersen is admitted to practice in Minnesota and California and is a registered patent attorney with United States Patent and Trademark Office. He is also a member of the Minnesota Bar Association and the Minnesota Intellectual Property Law Association. Mr. Pedersen concentrates his practice in the areas of high-technology, computer, software, and medical device patent prosecution, strategy, licensing and litigation.

John Stavig directs the activities within the Gary S. Holmes Center for Entrepreneurship at the Carlson School of Management and is responsible for leading the outreach activities and implementation of new curriculum. He holds a BSB from the Carlson School and an MBA from the Wharton School of the University of Pennsylvania. John has over 15 years of experience in management consulting, private equity and industry. Most recently, he served as the CFO of an early-stage communications firm acquired by Verizon. As a founding principal of a \$100 million private equity fund, he sourced and managed investments in numerous early-stage communications firms. John also served as CEO, CFO and board member for several start-up and early-stage technology firms. In these roles, John raised more than \$300 million in capital and led numerous investments, acquisitions and divestitures. As a Principal at Gemini Consulting and Arthur Andersen, he provided strategic and financial consulting services to senior executives in Fortune 1000 firms in the United States, Europe, Asia and South Africa.

Frank Vargas is the Managing Principal of Renaissance Law Group. Mr. Vargas began his career in Palo Alto California with Wilson Sonsini Goodrich & Rosati, one of county's premier high technology law firms. Moving to Minnesota, Mr. Vargas started his own firm, Vargas and Associates, representing a number of successful companies in the twin cities. After merging his firm into a larger firm, Mr. Vargas helped co-found Aethlon Capital LLC, a Minneapolis investment banking boutique. Mr. Vargas then served as Executive Vice President, Director of Corporate Finance for Dougherty Securities, a Minneapolis investment bank. He also has served as interim Head of Corporate Finance for Oakridge Financial Services Group. Mr. Vargas is the co-founder of fifteen companies and serves as a Managing Principal of Pelegrin Services LLC a venture incubator and Remergenz Management Inc., a consulting firm helping distressed companies. Mr. Vargas is a frequent lecturer on a variety of business and business law subjects including, valuing a business, writing business plans, mergers and acquisitions, private financing and creating incentive plans for employees. Mr. Vargas is an Adjunct Professor at the University of St. Thomas on Business and Ethics, and the University of St Mary's on Entrepreneurship. Mr. Vargas graduated with an AB, with honors, from Harvard University and a JD/MBA from the University of California Berkeley. Mr. Vargas is a member of the California and Minnesota Bar.

Joan Wrabetz is the principal of Renaissance Consulting Group, providing management consulting services to high technology companies. Ms. Wrabetz is also a Venture Partner with BlueStream Ventures, and has worked with both venture-backed startups and public companies for the past twenty years. Prior to founding Renaissance Consulting, Joan was CEO of Tricord Systems, Inc. Before joining Tricord, Joan was Vice President and General Manager for SAN Operations at StorageTek. Earlier, Joan was CEO of Aggregate Computing, Inc., which was acquired by Platinum Technologies. Joan also held management positions at Control Data Corporation and SRI International. She currently serves on the advisory boards for Copan Systems, NeoPath Networks and CorEdge Networks. Joan is an Adjunct Professor at the University of St. Thomas and at St. Mary's College. She is also a board member of "The Works" a non-profit organization in Minneapolis. Joan graduated with a BSEE from Yale University, and an MSEE from Stanford University, and received her MBA from the University of California Berkeley.

Shaker Zahra is the Robert E. Buuck Chair in Entrepreneurial Studies at the Carlson School. His research covers technological entrepreneurship, corporate entrepreneurship and international entrepreneurship. He has published six books and is one of the most cited academic researchers in the field of entrepreneurship. Prior to joining the Carlson School in 2005, Professor Zahra taught at Babson College, Georgia State University, and George Mason University. He has held visiting professorships at several institutions in Europe, Asia, and the Middle East and has conducted executive seminars for senior executives for companies and organizations around the world. Professor Zahra has served on 15 editorial review boards and chairs the entrepreneurship division of the Academy of Management.