

Technology Entrepreneurship Program Fellows Learn about Eight Exciting Technologies

On May 23, the Technology Entrepreneurship Program Fellows, consisting of 7 MBA, 8 Law, and 4 Science graduate students were exposed to technologies, four advanced by the University of Oregon's Technology Transfer Office (UOTT) and four advanced via videoconference by the Pacific Northwest National Laboratories (PNNL).

From the 8 technologies, the students, in five cross-functional teams, will select 2 technologies on which to do a thorough evaluation by June 18, select one to focus upon, and as the summer progresses, they will conduct market and business feasibility assessments.

The UO technologies included a new device that has the potential to

make Magnetic Resonance Imaging far more informative as a diagnostic medical tool, a device for measuring hearing acuity in people who cannot respond to the usual hearing test, a way to determine if a 3-5 year old child is developing pre-math skills on the normal developmental timeline, and a way to provide the advantages of computer-based communications to those with traumatic brain injuries and others who have trouble using standard email programs. The students took the opportunity to ask the inventors directly many detailed questions about their technologies.

To provide the students with a first-hand look at the PNNL technologies, the annual "PNNL Road trip" was conducted on May 29-30, 2008. In three 10-person vans, the 19 students and 3 faculty advisers traveled to Richland, WA, home of PNNL. Following a sumptuous Thursday night Mexican Food dinner, and accommodations provided on the PNNL campus by PNNL, on Friday the students were treated to an opportunity to ask detailed questions directly to the inventors of the technologies, as well as the



Back row: David Yu, Casey Gillham, Steve Glista, Landon Ipson, Ben Stoller, Jordan Otis, Adam Gottlieb; Middle area: mentor Al Cochrane, Phil Ferranto, Celine Seeger, John LaManna, Ben West, John Parsons, Marc Dorfman, Graham Crawford, Joe Christison, mentors, Randy Swangard and Don Upson; Front: Anika Hedstrom and Carmen Lisowski

commercialization managers for those technologies who are responsible for licensing.

The PNNL technologies included a portable device for very sensitively detecting heavy metal poisons in bodily fluids, another device for collecting and evaluating aerosols, another for detecting gas or other chemicals over several hundred meters, and software that can find areas of difference and areas that are identical in huge data sets such as genomes. Through the course of the day, the students asked over 100 questions, and got detailed answers from the experts.

In this whirlwind tour, the vans were loaded up and all returned to Eugene by about 10 pm on Friday. Stay tuned to this site to learn which technologies were chosen by the student teams, and learn about their analyses.