



*startup*  
**BOOT CAMP**

June 4th, 2009 at Cornell University, Ithaca NY



# Welcome

Welcome to the Cornell University Startup Boot Camp 2009.

The goal of the boot camp is to provide a forum for attendees to network and learn directly from our panelists the various issues that may arise and be considered when starting a technology company. The panelists will provide first hand perspectives and share their experiences in an interactive and informal manner throughout the day. Please do not hesitate to ask questions!

The Cornell Center for Technology Enterprise and Commercialization thanks Nixon Peabody, LLP, Bond, Schoeneck & King, PLLC, and Brown & Michaels PC for their generous sponsorship of this event.

Kind Regards,



Alan Paau  
Vice Provost and Executive Director for  
Technology Transfer and Economic Development  
Cornell University

## Agenda

- |             |   |
|-------------|---|
| 10:00-10:30 | <b>Registration and Continental Breakfast</b>                         |
| 10:30-11:30 | <b>Basic Training: What You Need to Know Before You Take the Leap</b> |
| 11:30-12:00 | <b>Networking Break</b>   |
| 12:00-1:00  | <b>In the Trenches: Organizing the Startup</b>                        |
| 1:00-2:00   | <b>Lunch</b>  |
| 2:00-3:00   | <b>The Frontlines: Making the Pitch</b>                               |
| 3:00-3:30   | <b>Networking Break</b>   |
| 3:30-4:30   | <b>The Battlefield: Surviving the Hard Times</b>                      |
| 4:30-6:00   | <b>Networking Reception</b>   |

# Panelists

## **Alan Paau**

## **Moderator**

Vice Provost and Executive Director for Technology Transfer and Economic Development  
Cornell Center for Technology Enterprise and Commercialization

## **Jonathan Greene**

Chief Executive Officer  
Widetronix Semiconductor, Inc.

## **David Rose**

Founder and Chairman  
New York Angels

## **Jason Springs**

Chief Executive Officer  
GeneWeave Biosciences, Inc.

## **E. Ray Stinson**

Assistant Vice President for Research Compliance  
and Director, Office of Research Integrity and Assurance, Cornell University

## **Deborah Streeter**

Creator and Co-Founder  
Prendismo

## **Michael Brown**

Patent Attorney  
Brown & Michaels, PC

## Alan Paau

Moderator

**Vice Provost and Executive Director for Technology Transfer  
and Economic Development**

**Cornell Center for Technology Enterprise and Commercialization**

Dr. Alan Paau is responsible for the strategic management of all technologies and intellectual property that arise from the research activities at Cornell University - both at the Weill Medical College in New York City and at the campus in Ithaca.

Prior to joining Cornell in January 2007, Paau for nine years was Director and Assistant Vice Chancellor for Technology Transfer and Intellectual Property Services at the University of California, San Diego (San Diego, CA). From 1994 to 1998, he was Executive Director of the Iowa State University Research Foundation, Inc., and Director of Intellectual Property and Technology Transfer at Iowa State University (Ames, IA). Until 1994, he was Associate Director of the Biotechnology Center at the Ohio State University (Columbus, OH) with responsibilities in research, teaching, research administration, technology management, and industry liaison.

He holds a Ph.D. degree in Biological Sciences and an M.B.A. He also attended briefly the Drake University School of Law. Paau is the inventor to eight US patents and has contributed 30 peer-reviewed research articles to scientific journals and six invited reviews and chapters to technical books.

# Jonathan Greene

Chief Executive Officer

**Widetronix Semiconductor, Inc.**

**Panelist**

Jonathan Greene has focused his career on partnering with researchers to commercialize early stage technologies. He is currently the Chief Executive Officer of Widetronix Semiconductor, Inc., an early stage battery company spun out of Cornell's Wide Bandgap Laboratory.

Prior to joining Widetronix in 2007, he started two energy companies based on Cornell technology and was the founding director for Cornell's Center for Sustainable Global Enterprise. Previously, Greene led a real estate development group at Vail Resorts, Inc. and was a management consultant for Abt Associates, Inc.

Greene has an M.B.A. and B.S. from Cornell University and an M.S. in environmental management from the University of Michigan.

## David Rose

**Founder and Chairman  
New York Angels**

**Panelist**

David Rose is an Inc. 500 CEO, serial entrepreneur and early stage venture investor described by BusinessWeek as a “world conquering entrepreneur”, by Crain’s New York Business as “the father of angel investing in New York”, and by Red Herring magazine as “patriarch of Silicon Alley”. Named to the 2008 ‘Silicon Alley 100’ by Business Insider and listed by Crain’s as a ‘Top Dog in Tech’, he is one of the country’s leading angels, having helped fund over 75 ventures. He is a regular speaker at business schools around the country, was named 2009 Mentor of the Year by NYU Stern, and is Chairman of the Finance and Entrepreneurship track at Singularity University, funded by NASA and Google.

Rose is the Founder and Chairman of New York Angels, the largest angel investment group on the East Coast; Chairman of Egret Capital Partners, a middle market private equity firm; and runs New York’s SparkPlace business technology incubator. He is the Founder and Chief Executive Officer of Angelsoft, which operates the international standard collaboration platform for startup financing, and serves on the boards of KoolSpan, (wireless network encryption and security), Panjiva (international business databases), and Pond5 (user-generated stock footage) in addition to Magnify.

# Jason Springs

Chief Executive Officer

**GeneWeave Biosciences, Inc.**

**Panelist**

Jason Springs has been the Chief Executive Officer at GeneWeave Biosciences, Inc. since September 2007. Based in Ithaca, NY, GeneWeave Biosciences is a Cornell startup that creates cost-effective diagnostic devices using engineered bacteriophages.

Prior to working at GeneWeave, Springs worked as a Program Specialist for Lockheed Martin for three years.

Springs received a B.S. in economics and management from the University of South Carolina - Columbia and an M.B.A. from Cornell's Johnson Graduate School of Management in 2009.

## **E. Ray Stinson**

**Panelist**

**Assistant Vice President for Research Compliance and Director  
Office of Research Integrity and Assurance, Cornell University**

Dr. E. Ray Stinson is the Assistant Vice President for Research Compliance and the Director of the Office of Research Integrity and Assurance for Cornell University. He is responsible for coordinating, monitoring, and supporting the university research-related compliance activities that revolve around federal regulations dealing with human participants, vertebrate animals, rDNA and biological agents, export control, financial conflict of interest, and developing and delivering a campus-wide program on the Responsible Conduct of Research (RCR).

Stinson received a B.S. in chemistry from Bethany College, a Master's from Florida State University, and a Ph.D. in information science from the University of Illinois. He has served on the faculty and in administrative positions at the University of Alabama in Birmingham, the University of Texas Medical Branch in Galveston, and Wayne State University before coming to Cornell in 2006.

# Deborah Streeter

Creator and Co-Founder

**Prendismo**

**Panelist**

Dr. Deborah Streeter is the Bruce F. Failing Sr. Professor of Personal Enterprise and Small Business Management in the Department of Applied Economics and Management at Cornell University. Streeter developed Cornell's eClips, the world's largest collection of digital video clips on Entrepreneurship, Business and Leadership (13,000 clips), in use in over 1200 universities and more than 75 countries. The video material is cut into clips by topic and used in a multi-media format to teach entrepreneurship and small business management. In 2008, she signed a commercialization agreement with CTEC and started Prendismo in collaboration with KensaGroup, LLC, an intellectual property development company.

Entrepreneurship and small business management are the focus of Streeter's teaching, research, and outreach activities. Streeter received the Olympus Innovative Educator Award in 2007, and was named a Stephen H. Weiss Presidential Fellow in 2000, the highest teaching honor at Cornell University.

Streeter holds an M.S. and Ph.D. in agricultural economics from the University of Wisconsin-Madison. She is a member of a university-wide program in entrepreneurship, the Entrepreneurship@Cornell program.

# Michael Brown

Panelist

Patent Attorney

**Brown & Michaels, PC**

Michael Brown is a 1974 graduate of Cornell University College of Engineering, with a degree in industrial engineering. After working as a computer systems analyst and programmer for a number of years, he attended Cornell University Law School, passing the Patent Bar to become a Patent Agent while still a student. With Ralph R. Barnard (now retired), he founded Brown & Michaels, PC in 1980 as "Barnard and Brown". Brown was admitted to the New York State Bar in 1981, and is also admitted to practice in the US District Court for the Eastern District of New York. He has prosecuted many patent applications in a wide variety of fields, from animal vaccines to computer software, avionics and automotive products, household appliances to radio communications. An Extra Class amateur radio operator and a licensed pilot, he has a strong practical background in electronics, computers and communications technologies.

# Panelists

## **Phillip Owh**

### **Moderator**

Sr. Technology Commercialization and Liaison Officer  
Cornell Center for Technology Enterprise and Commercialization

## **Nasir Ali**

President  
The Technology Garden

## **James Bourdeau**

Partner  
Nixon Peabody, LLP

## **John Reilly**

Vice President, Business Development  
Tetragenetics, Inc.

## **Pam Silverstein**

Entrepreneur

## Phillip Ow

Moderator

Sr. Technology Commercialization and Liaison Officer

**Cornell Center for Technology Enterprise and Commercialization**

Phillip Ow is a Sr. Technology Commercialization and Liaison Officer managing a portfolio of inventions in the area of animal health and veterinary medicine and acts as the primary liaison to the College of Veterinary Medicine.

Just prior to joining CTEC, Ow served as a Product Director at B. Braun Medical Inc., with overall P&L responsibility of the company's two most profitable product areas in the US. Earlier, he served as Manager of Business Development and Market Research at Hemosol Inc., leading global partnering efforts for the company's flagship product, then in Phase 3 clinical trials. He began his career with a brief stint at the Center for Technology Transfer at the University of Pennsylvania, then served as Technology Transfer Administrator and Program Coordinator at Regeneron Pharmaceuticals Inc.

Ow has a B.S. in neuroscience from University of Toronto and also an M.S. in clinical biochemistry from University of Toronto. He is a member of the Association of University Technology Managers and the Licensing Executives Society.

# Nasir Ali

President

**The Technology Garden**

**Panelist**

Nasir Ali is President of The Technology Garden. Ali's primary mission is to support the creation of an entrepreneurial culture in Syracuse and the Central New York region. In addition to managing the Syracuse Technology Garden incubator, Ali also manages a network of experienced mentors and oversees [www.thetechgarden.com](http://www.thetechgarden.com), a one-stop online resource for the region's entrepreneurs. In 2007, Ali organized the Seed Capital Fund of CNY, a private LLC whose members are actively engaged in funding and supporting early stage tech companies. Ali serves on the board of the Upstate Venture Association of New York and is also a member of Cornell University's Center for Materials Research Advisory Board.

Previously, Ali was an associate at Booz Allen Hamilton charged with helping IRS Commissioners manage over \$1 billion in technology modernization and workforce restructuring initiatives. Prior to this, he co-founded New Think (a mobile commerce services firm) and WritersPoint (an offshore technical writing company). Ali received his M.B.A. from Yale University's School of Management, where he helped initiate a joint master's degree program in industrial environmental management. He graduated from Princeton University with a degree in physics and a concentration in economics.

# James Bourdeau

Partner

**Nixon Peabody, LLP**

**Panelist**

James Bourdeau is a Partner at Nixon Peabody, LLP. He concentrates on business law matters related to the formation, financing, expansion, and dissolution of corporations and limited liability companies. He is experienced in mergers and acquisitions, securities offerings, venture financing, secured transactions, and technology licensing.

Prior to earning his law degree, Bourdeau studied analogue and digital communications and was first employed as an electrical engineer responsible for maintaining and expanding a broadband computer network for an aerospace company. Later, he was employed as an applications engineer responsible for supporting a color printer sales team. His prior experiences included computer networking, programming color printer device drivers, and lecturing at industry trade shows and user group meetings on color-matching techniques.

Bourdeau earned a J.D., summa cum laude, from Syracuse University College of Law and a B.S. in electrical and computer engineering, with distinction, from Clarkson University. Bourdeau is a member of the American, New York State, and Monroe County Bar Associations and a member of the American Bar Association Forum on Franchising. He is also a member of the Rochester Small Business Council Board of Directors and the Leadership Rochester class of 2004.

## John Reilly

Vice President, Business Development  
**Tetragenetics, Inc.**

**Panelist**

Currently, John Reilly leads business development efforts for Tetragenetics, Inc. in Cambridge, MA. Tetragenetics has developed the TetraExpress protein expression platform and is currently working with federal and industry partners in the therapeutic protein, vaccine, and industrial enzyme markets. Prior to Tetragenetics, Reilly co-founded Gendyne Therapeutics and served as its President and Chief Executive Officer.

Reilly has a B.A. degree from Hamilton College and M.S./M.B.A. degrees from Cornell and Queen's University.

## Pam Silverstein

Entrepreneur

Panelist

Pam Silverstein is a local entrepreneur residing in Ithaca, NY. She received an M.B.A. from Cornell University's Johnson Graduate School of Management.

With her husband, Silverstein started a technical consulting company working with various industries. Additionally, they started many high tech companies including Ironics/Pathlight (which eventually was sold to ADIC, Advanced Digital Information Corporation, for \$265M). After Ironics, Silverstein started a test and measurement company as well as a diagnostic tools company. Silverstein has been mentoring entrepreneurs since 2000. She has worked with many local companies including Innovative Dynamics (IDI), a hardware/software design house; Sound Reading Solutions, which offers a "cure" for reading difficulties and other learning disabilities; an internet antiquated book store; East Hill Bagel Store; Sadie D's, a biscotti company located in Trumansburg; and Bella Pizza in Center Ithaca.

Silverstein has worked with an international eco-tourism group and a swim-with-the-dolphins company in Costa Rica. While working with a pharmaceutical company, she initiated a clinical trial in Ithaca. One of her current projects is working with Lightlink, a local internet provider, to get customers online in small towns.

# Richard Johnson

Venture Partner

**Draper Fisher Jurvetson Mercury**

**Keynote**

Richard Johnson is an accomplished life sciences executive who has held executive marketing, corporate development, and operating positions with numerous bio-pharmaceutical and health care services companies. Johnson is also a prolific entrepreneur, having started seven highly successful life sciences businesses, and the author of several publications and patents.

He recently founded Hudson Medical Communications (“Hudson”), a full service medical marketing company; MedIQ, a continuing medical education (CME) company; and Hudson BioScience, a late phase clinical research business. In addition, he founded Performax (2004), a physical therapy, rehabilitation, and sports training clinic.

Johnson earned a bachelor’s degree (Phi Beta Kappa) from New York University and a medical degree from Mount Sinai School of Medicine. In addition, he received graduate business training from Columbia University’s Executive Management Training Program.



# Panelists

## **Scott Macfarlane**

**Moderator**

Sr. Technology Commercialization and Liaison Officer  
Cornell Center for Technology Enterprise and Commercialization

## **William Greener**

Intellectual Property Attorney  
Bond, Schoeneck & King, PLLC

## **Sandra Holtzman**

President and Founder  
Holtzman Communications, LLC

## **Tom Schryver**

Vice President, Finance and Operations  
Novomer

## **Zachary Shulman**

Managing Partner  
Cayuga Venture Fund

# Scott Macfarlane

Moderator

**Sr. Technology Commercialization and Liaison Officer**

**Cornell Center for Technology Enterprise and Commercialization**

Scott Macfarlane is a Sr. Technology Commercialization and Liaison Officer at CCTEC. He manages a portfolio of inventions related to polymers, green materials, nanocomposites, catalysts, ceramics, photonics, RF, electronics, software, MEMS, betavoltaics, fibers and textiles, robotics, avionics, fuel cells, and microscopy.

Prior to joining CCTEC, Macfarlane helped facilitate the startup of Xgene, a biotech company developing an in vitro method for growing bi-layered skin and he also served as Director of Business Development at a software company. Earlier, he worked in manufacturing at Stanley Works and United Technologies in roles ranging from production control management to lean manufacturing implementation to business unit management.

Macfarlane has a B.S. in engineering from Dartmouth College and an M.B.A. from University of Virginia. He is a member of several professional organizations including the Association of University Technology Managers, Licensing Executives Society, and American Chemical Society. He is also a Certified Licensing Professional.

# William Greener

Intellectual Property Attorney

**Bond, Schoeneck & King, PLLC**

**Panelist**

William Greener is a US registered patent attorney with Bond, Schoeneck & King, PLLC and co-founded BS&K's Ithaca, NY office in 2004. The advanced technology areas served by Greener's patent work include nanotechnology, microfluidics, optics, lasers, medical devices, imaging systems, semiconductor devices, biodynamics, photonics, telecommunications, software, business architecture and e-commerce. In the legal area, he works with clients to develop patent strategies, secure IP, and provide opinions to achieve clients' objectives. Greener works with start-ups and university spin-outs.

Greener has held engineering positions at United Technologies Corporation and as an independent contractor working on high energy laser systems at White Sands Missile Range, NM. Greener began his legal career clerking for the Hon. Michael A. Telesca in the US District Court in Rochester, as a patent attorney at a small Rochester IP boutique, and as senior patent counsel at Corning Inc. and Bausch & Lomb Inc.

Greener holds a B.S. in physics from Canisius College, Buffalo, NY; an M.S. in optical engineering from the Institute of Optics, U. of Rochester; and a J.D., cum laude, from SUNY Buffalo. He is a board member of the Tompkins County Chamber of Commerce, and is a member of the management committee of the Seed Capital Fund of Central New York.

## Sandra Holtzman

President and Founder

Holtzman Communications, LLC

Panelist

Sandra Holtzman founded Holtzman Communications, LLC in 1997. She has over 20 years of advertising/marketing expertise in pharmaceutical, biotech, IT, clean tech, and emerging/converging technologies, business to business, and consumer.

Holtzman is Lead Co-Chair of the NY Chapter of the Licensing Executives Society and Co-Author of “Lies Start-Ups Tell Themselves to Avoid Marketing”. She is a founder of CleanTech Corridor – fostering the growth of clean/green tech and renewable energy companies by changing the culture of innovation, and a mentor to companies developing business plans for the National Aeronautics and Space Administration (NASA) and Small Business Innovation Research (SBIR) funding. Holtzman speaks and consults about marketing, branding and web-based marketing: domestically and globally, to start-ups and established companies and institutions, organizations and governments. She wrote “Websites that Click” in Pharmaceutical Executive and authored a marketing chapter in “A Comprehensive Guide to Business Incubation”, the top-selling book published by the National Business Incubation Association (NBIA).

Holtzman has been recognized in Who’s Who in Advertising and Who’s Who in Media and Communications. She has received Gold, Silver and Awards of Excellence and been recognized by The Communicator Awards, Advertising Women of New York (AWNY), In Awe / Medical Marketing Association, International Advertising Festival of New York, New York Art Directors Club, New Jersey Art Directors Club, and Rx Club Show.

# Tom Schryver

Vice President, Finance and Operations

Novomer

Panelist

Tom Schryver is Vice President, Finance and Operations at Novomer. Tom started working with Novomer in early 2007 as an angel investor and advisor to the company as it was embarking on its Series A fundraising effort. After closing the company's \$6.6mm Series A equity round in the fall of 2007, he joined the company full time and has led the company's finance and operations functions. He has also provided strategic advice to a variety of early stage startups in the Ithaca area.

Prior to Novomer, he was Director of Finance for the Triad Foundation, where he was responsible for overseeing all financial operations of the Foundation, including accounting, audit, and investing the Foundation's \$250mm portfolio. In that role he started hedge fund and private equity programs. Prior to Triad, he worked with UBS Investment Bank in their technology group and with Bank of America Securities in leveraged finance. Schryver has an A.B. from Cornell University and an M.B.A. from Cornell's Johnson Graduate School of Management, where he was a recipient of the Albert J. Fried Fellowship for Leadership and Academic Excellence.

# Zachary Shulman

Managing Partner  
Cayuga Venture Fund

Panelist

Zachary Shulman is a J. Thomas Clark Senior Lecturer of Entrepreneurship at The Johnson Graduate School of Management at Cornell University. He is also the Director of Entrepreneurship@Johnson, a programmatic office that coordinates entrepreneurship related initiatives inside The Johnson School with other constituents at Cornell University. Shulman teaches courses on law for high growth businesses with a focus on venture capital.

Shulman is a Managing Partner at Cayuga Venture Fund, a venture capital fund based in Ithaca, NY. He has been with CVF since August 2004 and serves on the board of directors of four of its portfolio companies.

From January 1999 through March 2002, Shulman served as General Counsel and Chief Investor Relations Officer of Spike Broadband Systems. While at Spike, Shulman negotiated and closed over \$80 million in venture capital financing. Prior to joining Spike, Shulman was an associate at the law firm of Harris Beach in Ithaca, New York. Before Harris Beach, he was an associate at Ropes & Gray in Boston, Massachusetts.

Shulman earned a B.S. from the Cornell University School of Industrial and Labor Relations and graduated from Cornell University Law School, magna cum laude, in 1990.

# Panelists

## **Alice Li**

Sr. Technology Commercialization and Liaison Officer  
Cornell Center for Technology Enterprise and Commercialization

## **Moderator**

## **Bill Foster**

President and Chief Executive Officer  
BioWorks, Inc.

## **Lee Henderson**

President and Chief Executive Officer  
Vybion, Inc.

## **Mitchell Patterson**

Economic Development Coordinator  
Metropolitan Development Association of Syracuse and Central New York

## **John Spoonhower**

Managing Director of the Kauffman Foundation-sponsored Innovation Interface  
Cornell University

## **Jud Gostin**

Chairman, President, and Chief Executive Officer  
Sensis Corporation

## Alice Li

**Sr. Technology Commercialization and Liaison Officer  
Cornell Center for Technology Enterprise and Commercialization**

**Moderator**

Dr. Alice Li is a Sr. Technology Commercialization and Liaison Officer at CCTEC. She manages the patenting and licensing of inventions in life sciences at the Ithaca campus. Her portfolio mostly consists of biotechnologies in plant and animal agriculture, small and large molecule biomedical therapeutics, and biotechnology research tools. She is the liaison for patentable inventions from the College of Agriculture and Life Science and the Biotech Center.

Prior to joining CCTEC in 2002, Li was an R&D manager at BioArray Solutions, a NJ biotech company in diagnostic and drug discovery. Li was responsible for product development and managed several collaborations with industrial partners. She also helped in attracting capital for early stage business development. Li is an inventor and patent holder. While at BioArray, Li had several patent applications filed in molecular diagnostics and bioimaging.

Li earned a B.S. in biological science and engineering from Tsinghua University and a Ph.D. in plant molecular biology from Cornell University. Her professional affiliations include being a member of the Association of University Technology Managers and the Licensing Executives Society.

# Bill Foster

President and Chief Executive Officer  
**BioWorks, Inc.**

**Panelist**

Bill Foster is President and Chief Executive Officer of BioWorks, Inc., a Cornell University startup, located in Victor, NY. BioWorks provides environmentally responsible, safe and cost-effective solutions to the horticulture and specialty agriculture industries.

Foster was the Superintendent of the Ornamental Horticulture Research Station at Auburn University for three years, where he worked closely with university researchers and the local horticulture industry. He has also held various management, marketing, and research and development positions with The Scotts Company and IMC Vigoro, prior to joining BioWorks in 1998.

Foster received his B.S. degree in horticulture from Virginia Tech and his M.S. degree from University of Florida. He is the Chair of the BioPesticide Industry Alliance and a member of OFA (Ohio Floral Association), SAF (Society of American Florists), and America in Bloom.

## Lee Henderson

President and Chief Executive Officer  
Vybion, Inc.

Panelist

Dr. Lee Henderson is President, Chief Executive Officer, and Founder of Vybion, Inc., a development stage biotechnology company. He manages Vybion business development and oversees Vybion Biotherapeutic Contract Services. Vybion is developing ProCode, a transformative human monoclonal antibody and antibody-like drug development technology. Vybion is also developing a human antibody drug for acute and therapeutic treatment of cocaine addiction.

Henderson has developed IND enabling processes for drugs in multiple therapeutic areas, including a first in human IND approved treatment with a monoclonal antibody for squamous cell carcinoma in 1988. He has also served on the National Institute of Health AIDS Drug Development Advisory Board and had an active research program while on the faculty of Tulane Medical School and University of Texas Health Science Center in Dallas where he was a fellow of the Cancer Research Institute.

# Mitchell Patterson

Panelist

Economic Development Coordinator

Metropolitan Development Association of Syracuse and Central New York

Mitchell Patterson serves as an Economic Development Coordinator for the Metropolitan Development Association of Syracuse and Central New York (MDA).

In his role as economic development coordinator, Patterson is responsible for managing the emerging business portfolio. Patterson manages all aspects of the NY's Creative Core \$100,000 Emerging Business competition, one of the largest privately financed business plan competitions in the country.

Patterson's other duties include leveraging the assets found at universities and colleges within the region by promoting business – academic partnerships. Grants for Growth, a matching grant of up to \$75,000, funds many of these partnerships. Patterson also works with regional entrepreneurs and academic institutions with the goal of increasing the entrepreneurial culture within the region.

Patterson has a B.A. degree from Manhattan College with majors in political science and history. Prior to his position with the MDA, Mitchell was a personal legislative assistant to the New York State Senator Deputy Majority Leader, Jeff Klein, and also worked at the Onondaga County Board of Elections.

In 2007, Patterson founded and held the leadership role in a local political organization focused on engaging youth in politics. During his tenure as president of the organization, he recruited over 150 members while raising substantial amounts of capital and awareness of local and campaign politics.

## John Spoonhower

Panelist

Managing Director of the Kauffman Foundation-sponsored Innovation Interface  
Cornell University

Dr. John Spoonhower is Managing Director of the Kauffman Foundation-sponsored Innovation Interface at Cornell University. The Innovation Interface is a novel multi-university non-for-profit designed for corporate sponsors to investigate new business opportunities using teams at both Cornell University and MIT. Spoonhower is former Director of Kodak External Alliances. Spoonhower previously held the position of Chief Technologist for the System Concepts Center, a new business development initiative in the Eastman Kodak Company. In this capacity, he was involved in numerous efforts to create new businesses. His efforts led to the creation of new enterprises. He received a B.S. degree in physics, magna cum laude, from the University of Notre Dame and M.S., and Ph.D. degrees in applied and engineering physics from Cornell University. He was an Eastman Kodak Fellow, an RCA Fellow, and an NIH Pre-doctoral fellow while at Cornell University. He is an Associate Professor of Physics at the University of Rochester, an Executive-in-residence at the Johnson Management School at Cornell University, and an Adjunct Professor of Materials Science and Engineering at Cornell University.

Spoonhower is a past recipient of the Society of Photographic Scientists and Engineers (SPSE) Journal Award. He has co-authored 55 refereed publications. He currently has 56 granted patents and approximately eight additional patents pending. He is a member of numerous Advisory Boards for the National Science Foundation (NSF) and New York State Foundation for Science, Technology and Innovation (NYSTAR) – supported Research centers. Spoonhower is a two-time CTO Patent Award winner from the Eastman Kodak Company.

## Jud Gostin

Chairman, President, and Chief Executive Officer  
Sensis Corporation

Panelist

Jud Gostin founded Sensis Corporation in 1985 and serves as its Board Chairman, Chief Executive Officer, and President. In these roles, he develops the company's goals, vision and operating philosophy. Sensis provides sensors and information technology for the world's militaries, civil aviation authorities and airlines, with technology deployed in more than 35 countries across five continents.

Before founding Sensis Corporation, Gostin was a Program General Manager with General Electric's Radar Systems Department, responsible for a business segment that included ground-based and shipboard electronic systems/sensors. Earlier in his GE career, as an individual contributor, he was the system architect of the US Marine Corps' primary long-range air surveillance radar, the AN/TPS-59, and he developed adaptive aperture techniques that provide the basis for an important ECCM capability of many modern phased array radars. Gostin is the recipient of two patent awards and, in 1978, was selected from a population of about 5000 engineers to receive the GE Centennial Award as their Electronic System Division's outstanding contributor.

Gostin is currently a member of the Board of Directors of the Central New York Metropolitan Development Association, Famous Entrepreneurship Series organization, and Central New York Technology Development Organization, and the Board of Advisors of Syracuse University's College of Engineering and Computer Science.

Gostin holds a B.A. and M.S.E.E. from Dartmouth College.

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# CCTEC CORNELL CENTER FOR TECHNOLOGY ENTERPRISE AND COMMERCIALIZATION



## COMMERCIALIZING CORNELL INVENTIONS.

The Cornell Center for Technology Enterprise and Commercialization (CCTEC) connects industry partners to technological innovations created by Cornell researchers. CCTEC supports faculty at Cornell's main campus in Ithaca, New York; in Geneva, New York; and at the Weill Cornell Medical College in New York City. CCTEC facilitates the commercialization of Cornell technologies by securing the proper intellectual property rights protection and by marketing and licensing the technologies to businesses.

CCTEC is committed to developing Cornell intellectual property into commercially and socially valuable products. Innovations created by Cornell researchers play a critical role in product development across many industries and different types of companies, ranging from start-ups to the Fortune 500. In keeping with Cornell's land grant mission, to boost the regional economy, CCTEC helps create new businesses based on Cornell innovation. By exposing Cornell technology ideas to world-wide venture capital and management talent, CCTEC connects local inventors and entrepreneurs to capital, creating jobs and attracting investment to New York state.

## CCTEC IN ACTION.

Technology transfer begins with building relationships. CCTEC professionals interact with Cornell faculty members and administrators, patent counsel, industry representatives, entrepreneurs, investors, and government officials. In an increasingly competitive marketplace where companies rely on new product ideas to maintain a competitive edge, university intellectual property is of high value.

Reflective of Cornell's broad research endeavors, CCTEC manages inventions from a wide range of disciplines, including veterinary medicine, nanoscale engineering, chemistry, plant breeding, materials science and medicine. CCTEC has licensed Cornell technologies to industry partners from all 50 states and in Europe, Asia-Pacific, the Middle East and Central and South America. Cornell inventions are patented in over forty countries.

For questions, comments or feedback,  
please e-mail [cctecconnect@cornell.edu](mailto:cctecconnect@cornell.edu)

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