

East Bay Green Corridor Partnership: *Leveraging UCB & LBL Green Start-ups*

Community Innovation Symposium
College of Environmental Design
University of California, Berkeley

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Agenda: *~12 Minute Presentation*

1. EBGC Front End: Green Innovations & Start-ups
 - Highlight of UCB & LBL start-up pipeline & opportunity
 - Model of UCB/ LBL start-up-based economic development
2. EBGC Nexus: Transition out of UCB / LBL
 - Formation of start-ups based on UCB / LBL innovations
 - Attracting & retaining start-ups in the EBGC
3. Status: Leveraging UCB / LBL Green Econ Engines
 - What is working
 - What could help & next steps

Opportunity: *Start-up Pipeline*

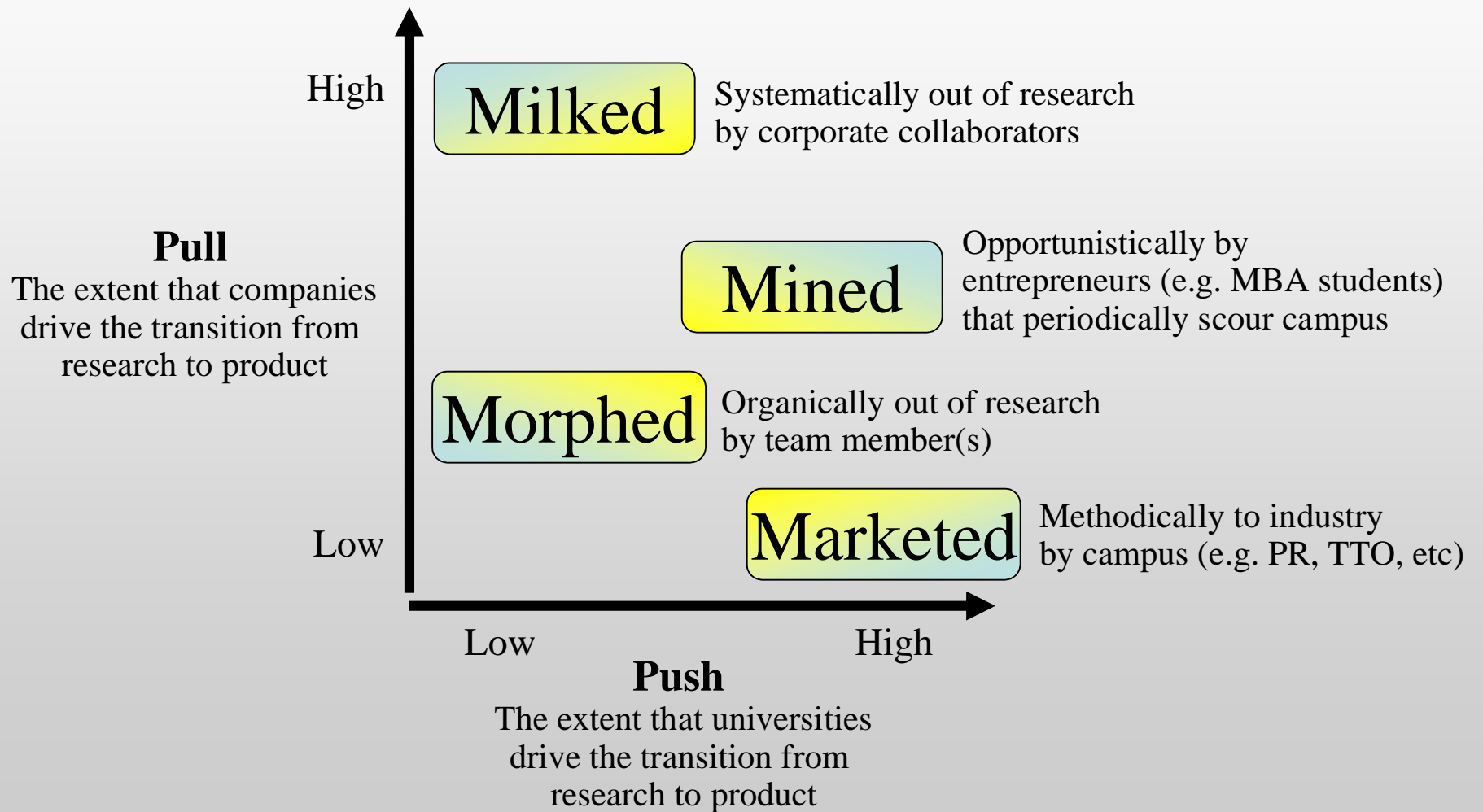
- ❑ In most years, 10-20 start-ups based on UCB / LBL innovations
- ❑ In FY08, over 18* start-ups based on UCB / LBL innovations
 - At least 11 were green tech
 - Now, at least 3 currently located in the 4 EBGC cities
 - At least 6 were located in EBGC, but 3 moved..
- ❑ Many communities would covet this econ dev pipeline
 - Establish programs & protocols to attract & retain start-ups
 - Encourage facilities to attract & retain emerging growth companies

* This number is comprised of the start-ups that licensed IP from UCB or LBL; The number doesn't include other UCB or LBL spin-outs that didn't license IP, nor does it include established companies that licensed IP from UCB or LBL.

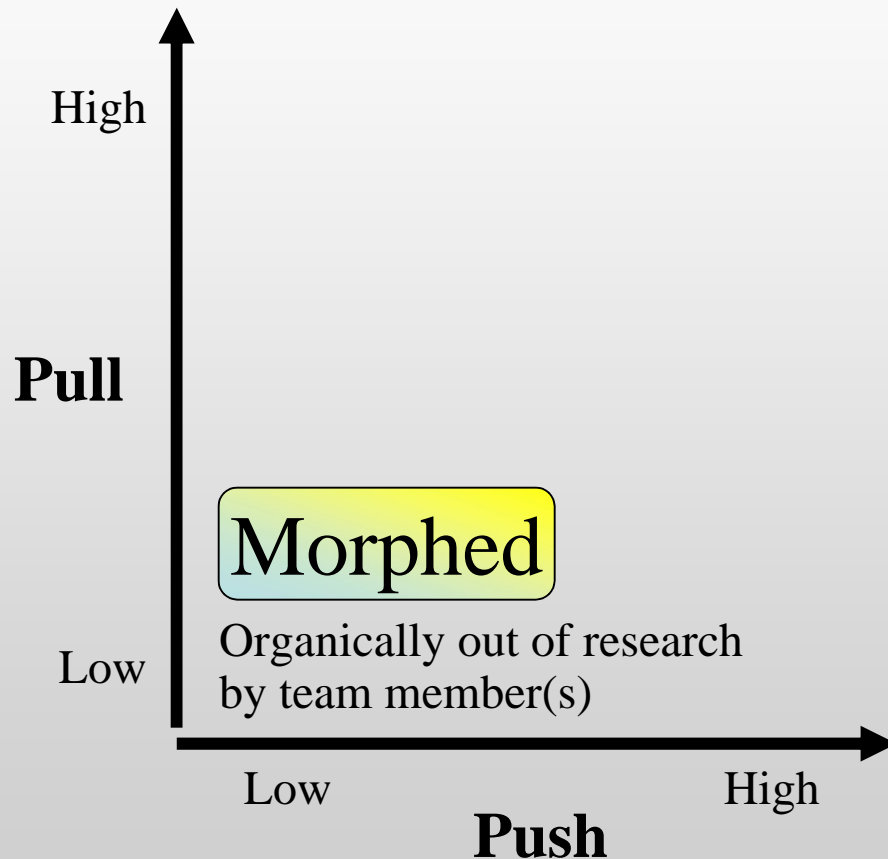
Opportunity: *Start-up Econ Dev Models*

Scenario: SQUANDERING the Opportunity (25% attract; 25% retain)						
	Year 1	Year 2	Year 3	Year 4	Year 5	Assumptions
New Startups	15	15	15	15	15	15
Attract: Move to EBGC	4	4	4	4	4	25%
Shut-down in Yr 1	0	-1	-1	-1	-1	25%
Retain: Move-out in Yr 1	0	-3	-3	-3	-3	25%
Retain: Move-out in Yr 2	0	0	-1	-1	-1	25%
Aggregate EBGC Startups	4	4	3	2	2	
Scenario: LEVERAGING the Opportunity (75% attract; 75% retain)						
	Year 1	Year 2	Year 3	Year 4	Year 5	Assumptions
New Startups	15	15	15	15	15	15
Attract: Move to EBGC	11	11	11	11	11	75%
Shut-down in Yr 1	0	-3	-3	-3	-3	25%
Retain: Move-out in Yr 1	0	-3	-3	-3	-3	75%
Retain: Move-out in Yr 2	0	0	-2	-2	-2	75%
Aggregate EBGC Startups	11	17	20	24	27	

Formation: 4Ms of Commercialization Innovations From Universities & National Labs

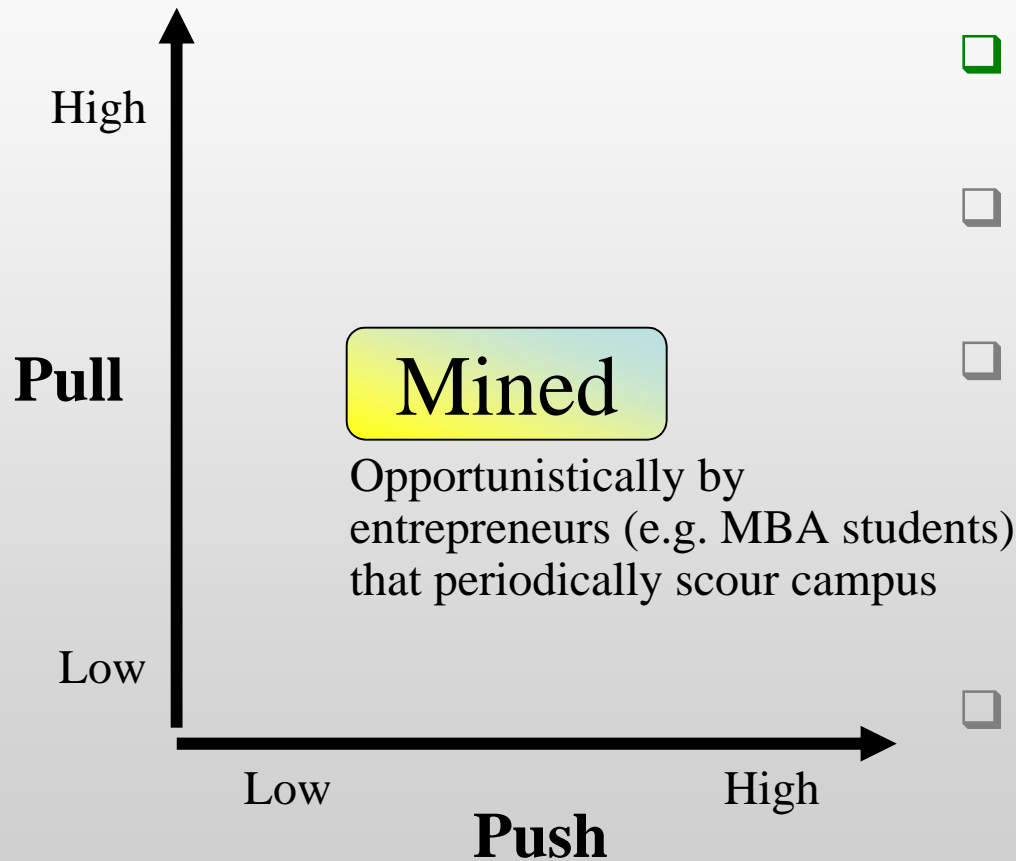


Formation: *Green Morphed Examples*



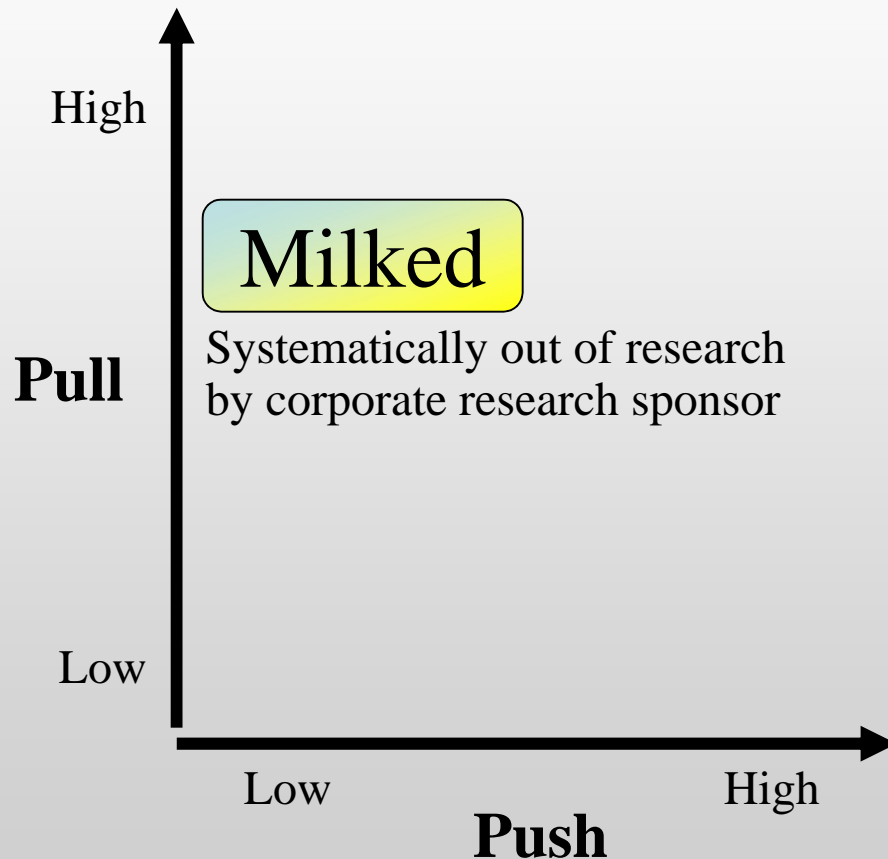
- ❑ **Recent Green Examples: Seo, CaliSolar, TaoIt, MicroClimates**
- ❑ Drivers: Research + Entrepreneurial mindset & eco-system
- ❑ IP:
 - Some obtain exclusive license to help attract investors
 - Some ignore IP
 - Some abscond with IP

Formation: *Green Mined Examples*



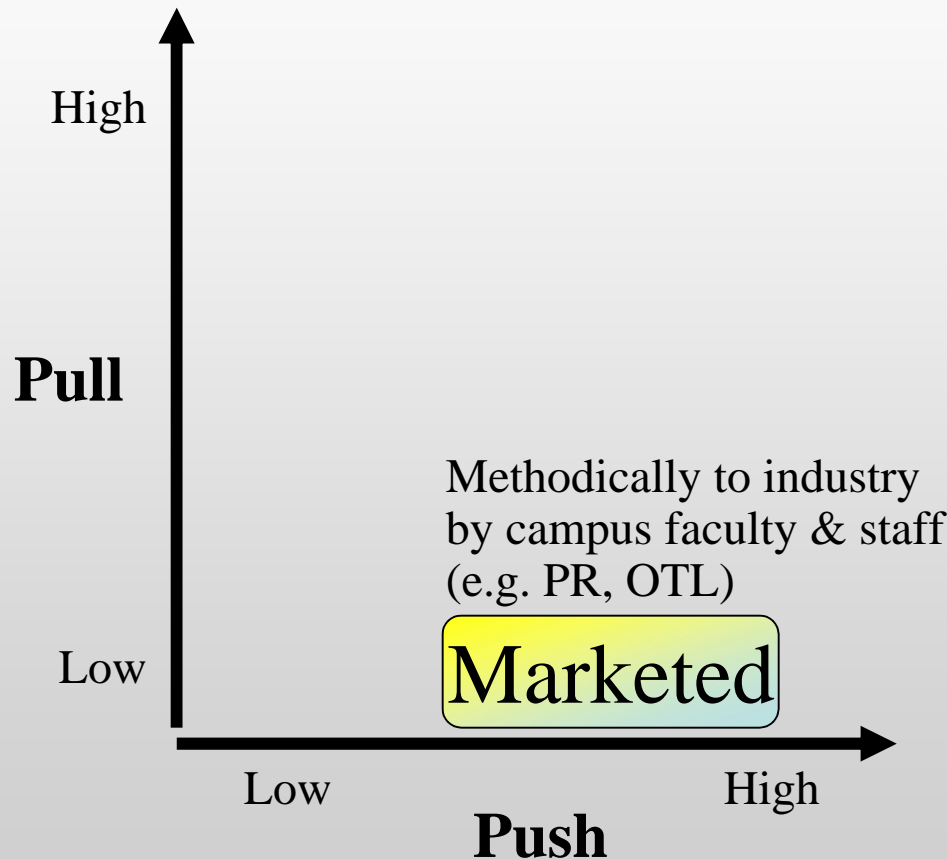
- ❑ **Recent Green Examples:**
Aurora Biofuels, Adura Tech
- ❑ Drivers: Research + MBAs, Biz plan competitions, marketing
- ❑ IP:
 - Many obtain exclusive license to help attract investors
 - Some ignore IP
 - Few abscond with IP
- ❑ Comments:
 - Recent phenomenon with highest growth rate
 - MBAs are similar to EIRs

Formation: *Green Milked Examples*



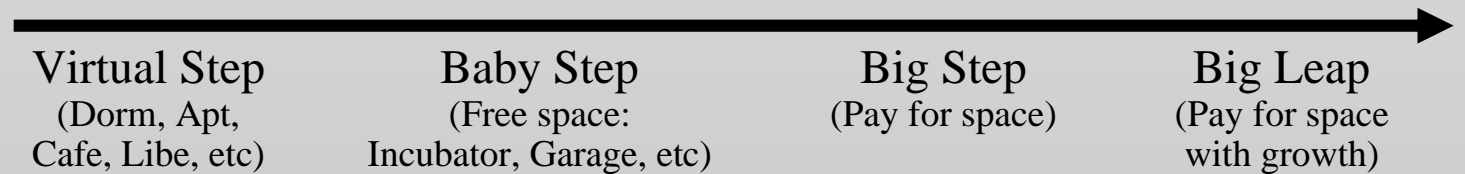
- ❑ **Recent Green Examples:**
Ecoprene, Analog Devices
- ❑ Drivers: Sponsored research agreements (with optimized IP terms)
- ❑ IP:
 - Some jointly own IP
 - Some obtain non-exclusive license to stay legal
 - Some obtain exclusive license to thwart competitors
 - Some ignore IP
 - Some abscond with IP

Formation: *Green Marketed Examples*



- ❑ **Recent Green Examples: World Wide Energy, Luminus Devices, Solexel, Solexant**
- ❑ Drivers: Research + IP Licensing offices, University PR programs, Faculty pubs & ppts
- ❑ IP:
 - Most obtain exclusive license to help attract investors
 - Some ignore IP
 - Some abscond with IP
- ❑ Comments: Didn't get *morphed*, *milked* or *mined* because tech or market too nascent when invented

Transition: *Steps Out of UCB / LBL*



Transition out of UCB / LBL

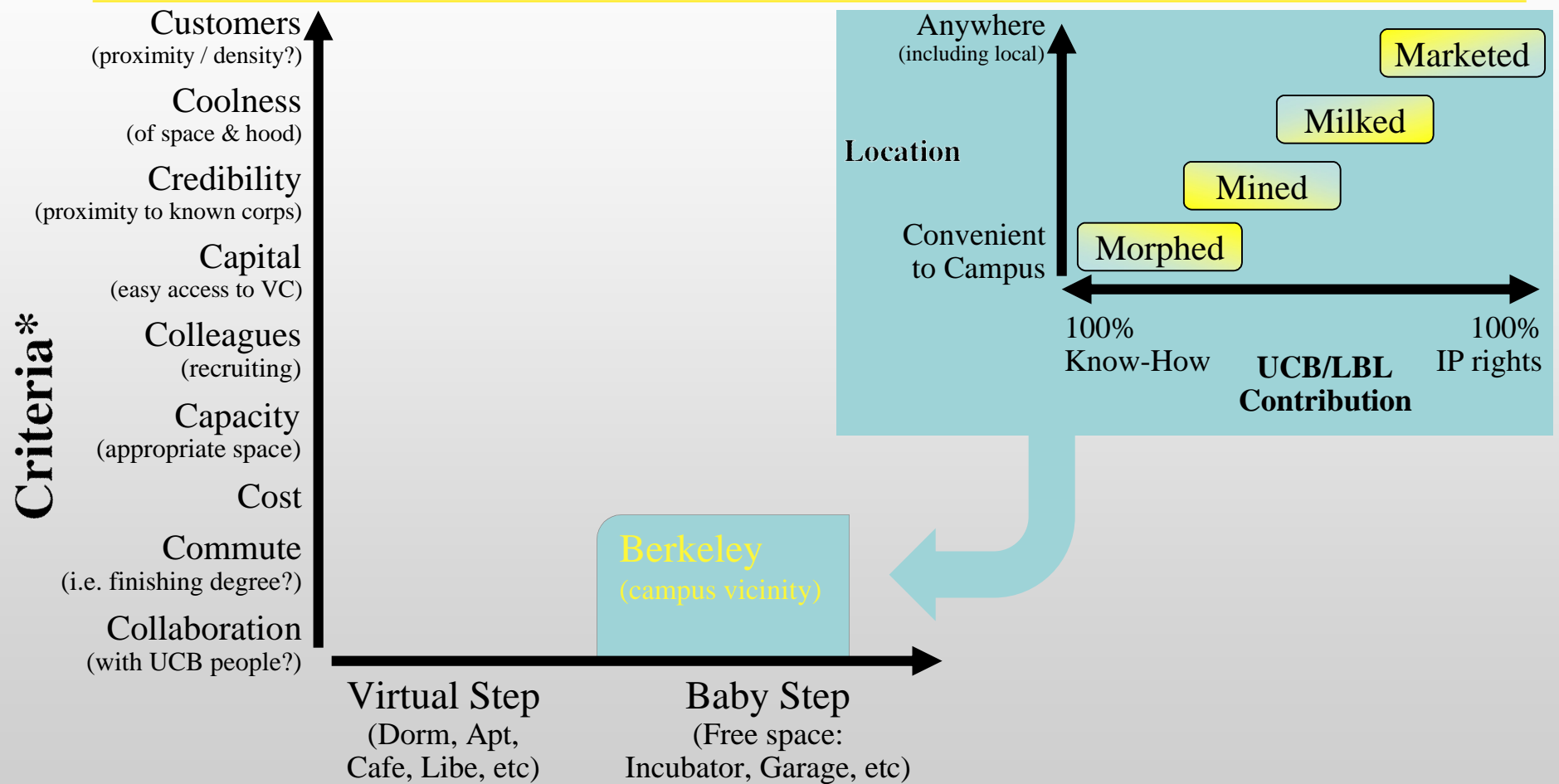
Transition: *Criteria for a New Location*



* Priorities & weighting of criteria varies for each start-up, industry, etc

Transition out of UCB / LBL

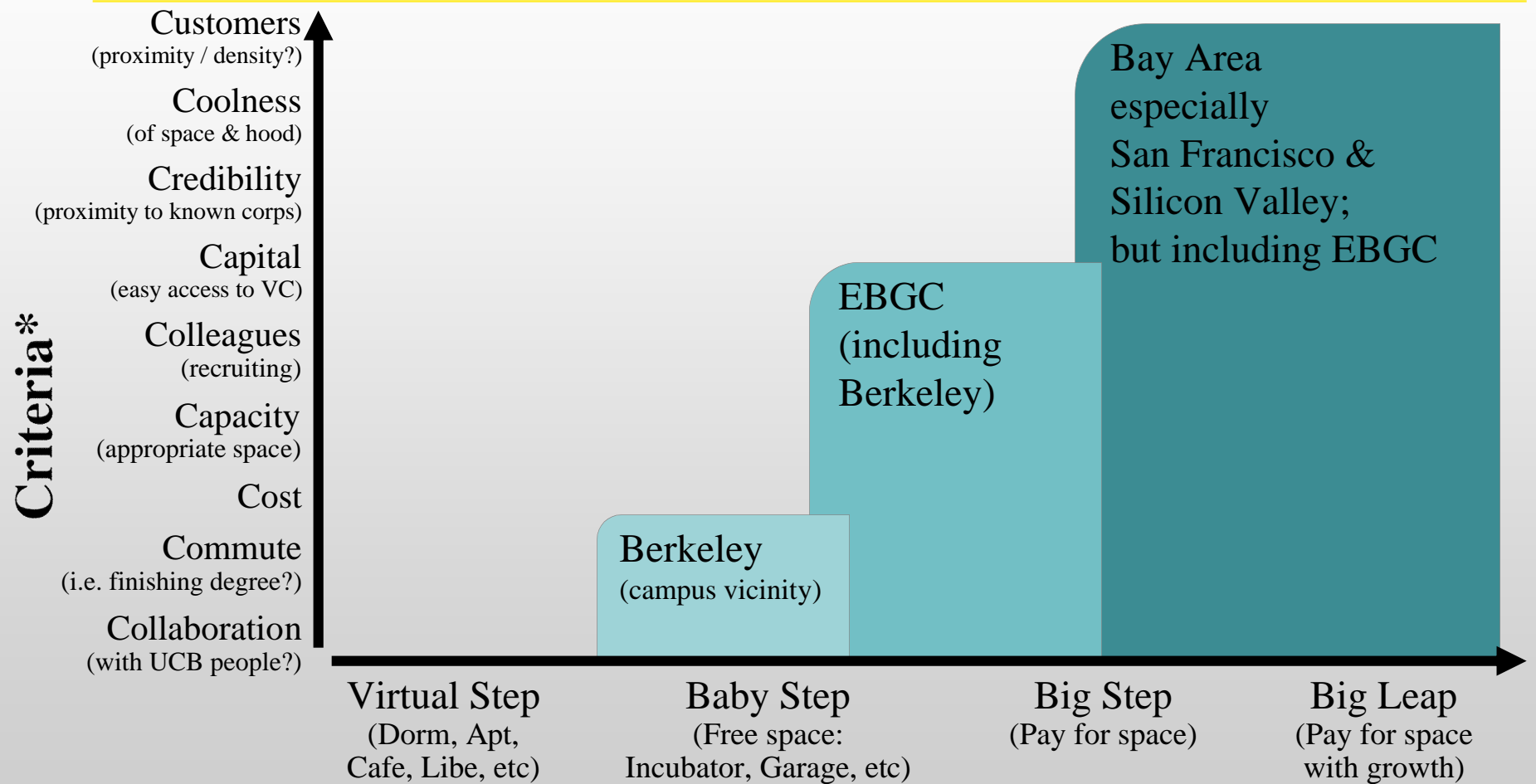
Transition: *Attraction*



* Priorities & weighting of criteria varies for each start-up, industry, etc

Transition out of UCB / LBL

Transition: *Attraction & Retention*



* Priorities & weighting of criteria varies for each start-up, industry, etc

Transition out of UCB / LBL

Transition: *Making EBGC More Attractive*

Morphed Start-up

- Need *start-up place(s)*: the no-brainer place with free or subsidized costs, camaraderie, advise, plus shared resources, services & infrastructure, etc.

Mined Start-ups

- All of the above
- Marketing: at Biz Plan Competitions & related events (EBGCstartups.com)

Milked Start-ups

- All of the above
- Off-campus corporate research “lablets” (Intel, Yahoo, Cadence, Starkey)

Marketed Start-up

- All of the above

Next Steps: *EBGC Leveraging UCB / LBL*

❑ What's Working

- Relationships (we know each other now; we didn't a short time ago)
- Communication (when opportunities arise, we know who to contact)
- Attracting start-ups (hard to lose even if EBGC does nothing)

❑ What Could Help & Next Steps

- Attract with “start-up places” (incubators, start-up office buildings, etc)
- Retain with flexible expansion space (office parks, etc)
- Wet labs for bio start-ups & emerging growth companies
- Marketing to attract start-ups (requires a small budget)
- Smart zoning & development (silent majority versus noisy few)
- Manage: tract, analyze, strategize, implement, then repeat & improve

EBGC: *Leveraging UCB & LBL Start-ups*

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