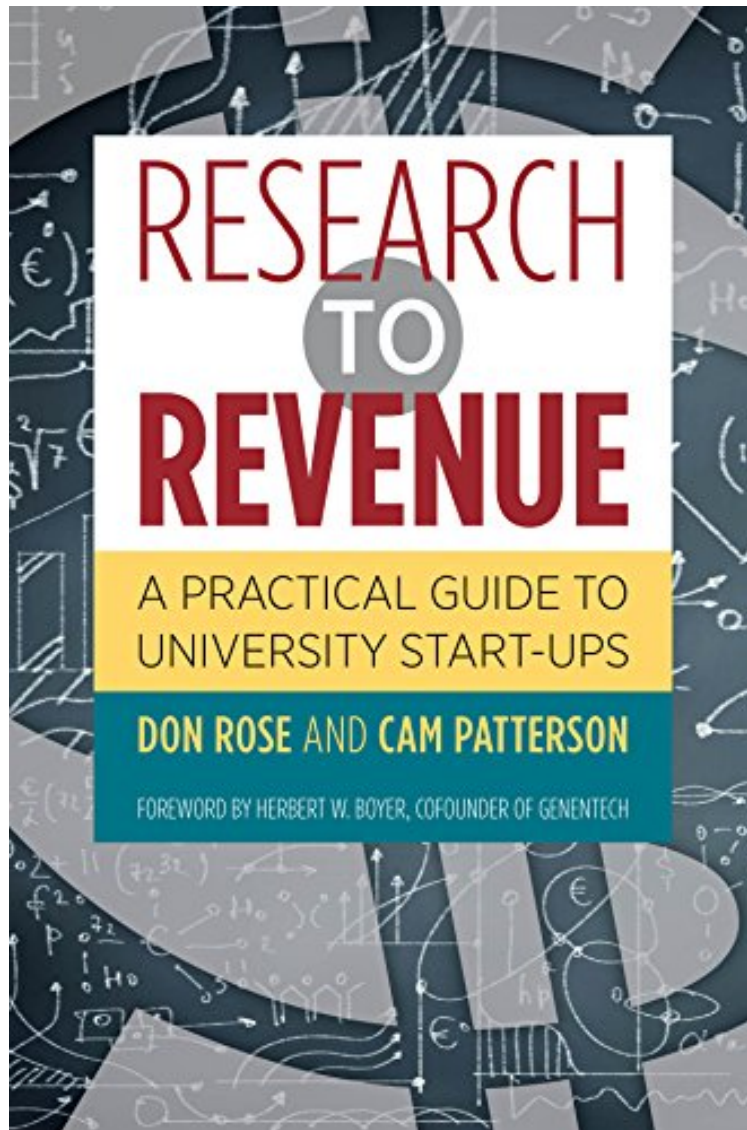


(Library ebook) Research to Revenue: A Practical Guide to University Start-Ups (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship, and Public Policy)

Research to Revenue: A Practical Guide to University Start-Ups (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship, and Public Policy)

Don Rose, Cam Patterson

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Don Rose, Cam Patterson : Research to Revenue: A Practical Guide to University Start-Ups (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship, and Public Policy) before purchasing it in order to gage whether or not it would be worth my time, and all praised Research to Revenue: A Practical Guide to University Start-Ups (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business,

Entrepreneurship, and Public Policy):

1 of 1 people found the following review helpful. Startup Support Team's Best Book!By Jack G. MinerStartups are not new to university technology transfer professionals, but there is more and more focus on entrepreneurship, innovation, and startups in academia. The continued pressure to launch and support university startups has created complexities and support programs that, at some levels, become overwhelming to first time entrepreneurs and seasoned executives alike. This book not only defines a general format through which startups are pushed out of the relative comfort of the university, but also creates a guide to help avoid common pitfalls in spinning out companies. Research to Revenue is everything a startup support team needs to know and it is very helpful in understanding most aspects of assisting new business formation.0 of 0 people found the following review helpful. This is the best outline I've read yetBy PonchojuanI've been doing IP commercialization out of universities for 20 years. This is the best outline I've read yet. Worth getting if you are trying to spin-out a startup or are simply trying to work with a university.1 of 1 people found the following review helpful. Five StarsBy CustomerRose and Patterson meticulously detail all of the necessary steps needed to create products from academic ideas.

University start-ups are unique in the world of business and entrepreneurship, translating research conducted at and owned by universities into market-ready products--a complex process that requires a combination of scientific, technical, legal, business, and financial skills to be successful. Start-ups have the potential to generate revenue for universities, enhance faculty recruitment and retention, create jobs, and create investment opportunities for venture capitalists and entrepreneurs. Research to Revenue presents the first-ever comprehensive guide to understanding, starting, and managing university startups. By systematically describing the process of translating academic research into commercial enterprises, Don Rose and Cam Patterson give a thorough, process-oriented, and practical set of guidelines that cover not only best practices but also common--and avoidable--mistakes. They detail the key factors and components that contribute to a successful start-up, explain what makes university start-ups unique, delineate the steps of building and managing them, and describe how to foster and maintain start-ups at a university. Written for faculty and staff working on campus, tech-transfer officers, university administrators, and venture capitalists unfamiliar with university structures, Research to Revenue ensures that any reader unfamiliar with technology commercialization and entrepreneurship will understand the fundamentals of the process, including intellectual property rights, fund-raising, and business models. This work is an invaluable resource for the successful formation and well-managed operation of university start-ups.

A solid introduction to the process of commercializing laboratory-discovered innovations through the startup approach.--ScienceExplore[s] the unique facets of university entrepreneurship, from recognizing when theoretical research can result in practical products to managing conflicts of interest between faculty and administrations. A complex and timely topic.--BizEd In Research to Revenue, Rose and Patterson shed light on how universities secure, protect, and commercialize intellectual property, with a heavy emphasis on the start-up approach. Nowhere else is there such a comprehensive practical guide to university start-ups.--David Allen, Tech Launch ArizonaDon Rose and Cam Patterson have crafted a clear, useful, thorough, readable, objective, and realistic guide to commercializing university research, especially via start-up companies. nbsp;It's a must-read for technology transfer professionals, entrepreneurial faculty members, research administrators, early-stage venture investors, and others involved in this complex but important process. nbsp;Perhaps more importantly, as a 28-year practitioner of university technology transfer and commercialization, I highly recommend that university presidents, boards of trustees, and government policy makers focused on innovation-based economic development read this book.--Mark Crowell, Vice President, Innovation and EconomicDevelopment, King Abdullah University of Science and Technology, and past president, Association of University Technology Managers (AUTM)Using applicable real-world examples, Don Rose and Cam Patterson elucidate the mechanics of transitioning from academic to applied research. Research to Revenue provides a broad view of the entire enterprise, from initial concepts through successful exits.--Michael Kinch, Washington University in St. LouisWell-crafted, readable, and quite interesting, this practical primer will guide university inventor-entrepreneurs in navigating the start-up process from disclosure through firm formation and fund raising.--Martin Kenney, University of California, DavisAbout the AuthorDon Rose is director of Carolina Kickstart and adjunct lecturer at the Kenan-Flagler Business School, University of North Carolina at Chapel Hill.Cam Patterson is senior vice president and chief operating officer at New Yorkndash;Presbyterian Hospital/Weill Cornell Medical Center.