



*Bringing Science to the Marketplace*

## **Be a Mentor – Shape the Future at Rutgers**

At Rutgers, we're serious about technology commercialization. We are committed to research, but understand that knowledge without application devalues its pursuit and trivializes discovery. It also reduces the relevancy of the university in the modern world.

With this in mind, we are launching the Collaborative for Technology Entrepreneurship and Commercialization (CTEC)! The initial phase is launching a two course sequence for masters and PhD candidates to learn how to translate intellectual property into new products and services. We approach this from an entrepreneurial perspective with a focus on providing real world experience in a safe and supportive environment.

MBA students and graduate students in STEM disciplines come together to develop the knowledge and master the skills necessary for entrepreneurship and technology commercialization while building a new venture. The course adapts a teaching method called "The CTEC Algorithm" that was initially developed using a large grant from the National Science Foundation targeted at developing methods to cross the so called 'Valley of Death' separating scientific discovery from commercial value creation. The algorithm was originally designed to move technologies from the laboratory to the marketplace, but it increasingly demonstrates broader usefulness in the discovery and exploitation of entrepreneurial opportunities. The Algorithm provides the tools and its implementation provides the experience.

That said, the student teams need guidance. While they learn through their successes and failures, they need coaches/advisors to help provide perspective and reflection along the way. Eventually, they will need business advisors and Board Members for the newcos created each year. In short we need serial entrepreneurs, experienced executives and service providers to act as mentors for our student teams.

This program has been in place for 20 years at NC State University in Raleigh, NC and has supported 50% of the technology-based startups coming out of the university since 2000. We consistently receive two types of feedback from the Executives-in-Residence that have worked with our teams: "I wish there had been a program like this when I was starting out" and "Thank you for allowing me to participate this year. This has been the most enjoyable and rewarding experience I've had interacting with this university."

The Rutgers CTEC courses, much like the NC State program will rely heavily on its mentors. If you have experience in the high-tech/high growth space, whether as a serial entrepreneur, senior executive or service provider and are willing to spend Wednesdays from 6:30p to 9:30p with eager Graduate Students, we want you! We supply the IP and the structure, you supply the coaching. Together we are rewarded by watching the best and brightest at Rutgers grow and flourish as the next generation of entrepreneurs.

For more information, please contact Roger Debo:

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