Winter Newsletter
The Latest News and Information from UNHInnovation

A New Year and A New Location!
Welcome to our winter newsletter, covering news and events from October to December, 2015!

The past few months have been full of innovation and hard work. We saw a continued increase in commercialization activity across the campus, hosted some exciting events, and hired a director to lead the Peter T. Paul Entrepreneurship Center.

We are also excited to share that we’ve recently moved into our new location in the heart of downtown Durham. We are currently occupying the first floor of the new Madbury Commons development along with the UNH InterOperability Lab, the Peter T. Paul Entrepreneurship Center, the Connectivity Research Center, and the co-working space Alpha Loft. The move gives us the opportunity for continued expansion of our office and mission, and has increased the capacity of our organizations to work together to promote and
commercialize UNH research and innovations. We will be hosting a public open house to celebrate and show off the new space on April 19, 2016 so be on the lookout for the official invitation soon.

Cheers!

Marc Sedam
Associate Vice Provost of Innovation and New Ventures
and Managing Director, UNHInnovation
unh.innovation@unh.edu

The University of New Hampshire was one of 14 U.S. colleges and universities selected by the National Science Foundation’s National Center for Engineering Pathways to Innovation (Epicenter) to join its program. The Epicenter will examine and implement best practices to fully incorporate innovation and entrepreneurship into undergraduate engineering education. The selected teams will join a community of 36 institutional teams that are already in the program.
During the program, UNH’s team of faculty and academic leaders will assess the university’s current offerings, design a strategy for change, and lead their peers in a process to broaden and strengthen campus-based innovation and entrepreneurial ecosystems. To aid in this process, the team will have access to models for integrating entrepreneurship into the engineering curriculum, custom online resources, networking opportunities and guidance from a community of engineering and entrepreneurship faculty, and membership in a national network of schools with similar goals.

Kevin Short, university professor and professor of mathematics, and Marc Sedam, UNHInnovation’s managing director and the associate vice provost for innovation and new ventures at UNH, will co-lead the UNH team. Other members include Andrew Earle from the Paul College of Business and Economics and May-Win Thien from the College of Engineering and Physical Sciences.

“When first approached about the Pathways to Innovation Program, I was immediately impressed that the program is designed to bring together on an institutional level many of the ideals that I have been trying to impart to my students over the past two decades,” said Short. “This is a program that promotes a unique way of thinking about innovation and entrepreneurship by including these principles in the classroom and I believe that it represents one of the best ways for the university to contribute to our graduates’ career development and to society.”

“The Pathways to Innovation Program provides a framework to develop an enhanced vision for our campus,” said Sedam. “Participation is a significant win for UNH and is backed by a strong commitment to university-wide collaboration and many existing entrepreneurial and commercialization activities, including the formal launch of our Entrepreneurship Center. The program will help UNH harness these efforts and take advantage of best practices from other universities across the country to deliver effective co-curricular activities and weave exposure to entrepreneurship throughout CEPS and beyond.”

Chelsey DiGiuseppe
Marketing Manager

Image Source: http://epicenter.stanford.edu/page/pathways-to-innovation
UNH’s first-ever Aerospace and Defense Technology Day on November 4, 2015 was part open house, part show-and-tell, part speed dating — and full success.

The day brought 70 aerospace and defense industry representatives to meet with dozens of UNH faculty whose research aligns with their businesses. Activities included a research “sandpit” — a highly interactive meet-and-greet session — as well as an expo of UNH research centers and business resources.

“We received wonderful feedback from both faculty and industry attendees about connections they made throughout the day that will hopefully lead to new partnerships,” said Ellen Christo, director of strategic partnerships with UNHInnovation, which hosted the event. “I kept hearing ‘Wow, I had no idea UNH had this.’”

With Christo chiming a bell every few minutes, UNH researchers and industry representatives met and mingled, then moved on, speed-dating style, for maximum interaction and networking. Later, participants toured UNH facilities like the University Instrumentation Center in Parsons, the Center for Advanced Materials and Manufacturing Innovation labs in Kingsbury and space science labs in Morse, as well as UNH’s Cray supercomputer.

The organizers were surprised to learn that nearly 350 companies in New Hampshire and northern Massachusetts self-identify as being in the aerospace and defense industry, comprising a critical component of New Hampshire’s economy. “If you had told me two months ago there were 50, I would have been impressed,” said Marc Sedam, UNHInnovation managing director and associate vice provost of innovation and new ventures.

Tapping into UNH’s significant expertise in those fields, said Christo, “We wanted to create closer connections with UNH research and the local and regional business community and decided to start with this industry.”

“The event was well run and well attended. It gave me good insight into how to engage
the university to help our business," said industry attendee Tom Ouellette, business development manager at Airex Corporation.

UNHInnovation plans to host similar industry-researcher networking events focused on other areas of UNH. The next event is scheduled for April 6, 2016 and will highlight UNH’s data-related expertise, including data analytics, networking, the Research Computing Center, the Connectivity Research Center, and the UNH-InterOperability Lab.

Inspired in part by the other Durham, Christo points to the university-industry partnerships that have made North Carolina’s Research Triangle a nexus of technological development. “Our goal is to help lead new partnerships between the university and the business community, ultimately to encourage economic development,” she said. “The more industry gets involved in the university and leverages our research capabilities, the more we can do research to help their businesses and train the future workforce. It’s a full circle.”

Beth Potier
Manager, Research and Outreach Communications
Communications and Public Affairs/Office of the Senior Vice Provost for Research

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**In the Heart of the Valley: Learning How to Make More Successful Startups**

Early in November 2015, I had the opportunity to attend the Lean LaunchPad® (LLP) Educators Seminar in Santa Cruz, California with 79 international and domestic educators, tech transfer managers, licensing personnel, higher education staff, and incubator/accelerator CEOs. Not only was the location absolutely beautiful, but more importantly I learned much that can be applied in many areas at the University of New Hampshire (UNH) and in my position with UNHInnovation.

The LLP Educators Seminar is a 2.5-day program designed for entrepreneurship educators who want to learn the basics of integrating Lean Startup principles into their teaching. You learn key techniques for building a curriculum that you can adapt to your
institutional environment and needs and put to immediate use. Lean LaunchPad® Seminars are led by Jerry Engel, adjunct professor at UC Berkeley’s Haas School of Business, founding executive director of the Lester Center for Entrepreneurship, and faculty director of the NSF I-Corps™ Program.

The seminar is taught in two modules, a Foundation Workshop and the Intermediate Workshop. The half-day Foundation Workshop is where LLP concepts are introduced. The two-day Intermediate Workshop is taught assuming familiarity with the foundational concepts of the Lean Startup approach: the business model canvas, the customer development process, and agile engineering.

What is so great about the LLP methodology? Simply put, a great deal. It emphasizes experiential learning, a flipped classroom, and immediate feedback as ways to engage students with real world entrepreneurship. Students learn by proposing and immediately testing hypotheses. They get out of the classroom and talk to customers, partners, and competitors, and encounter the chaos and uncertainty of commercializing innovations and creating new ventures. It requires doing rather than PLANNING to do. Unlike many approaches to entrepreneurship education, LLP does not rely on static case studies or fixed models; it challenges students to create their own business models based on information derived from personal engagement rather than secondhand market research.

My interest in the LLP methodology came about through assisting Marc Sedam, UNHInnovation managing director, in his class that employs LLP. I also have found LLP extremely beneficial with formulating strategic commercialization plans with UNH’s faculty, staff, and students. LLP comes in handy when we initially begin considering what customers of a particular innovation may want. The key element in LLP is getting out of the building to talk with customers and see what they want. If you can quickly determine that your potential customer does not care about x, y, and z, then you shouldn’t spend years of time and loads of money investing in something that will never have a return on investment. I apply this theory by talking to potential customers that we have identified for a specific innovation, to find out what benefits and problems are solved with the innovation. Using LLP can save entrepreneurs and innovators a significant amount of time, money, and frustration in the long run.

For more information about the Lean LaunchPad® Methodology check out this book (which I have many copies of) – [http://www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)

For more information on attending a Lean LaunchPad® Educators Seminar – [http://venturewell.org/lean-launchpad](http://venturewell.org/lean-launchpad)

Tim Benoit-Ledoux
Licensing Manager
Welcoming Ian Grant to the Team

UNHInnovation would like to welcome Ian Grant as the new director of the Peter T. Paul Entrepreneurship Center (ECenter).

Recognizing the importance of innovation in New Hampshire, Grant will help put the University at the forefront of state entrepreneurial growth and support. The ECenter will offer a range of programs that include interactions with state and university stakeholders and will work with other public and private organizations and universities around New England. Grant will serve as the primary point of contact and lead for those interactions and all co-curricular activities of the ECenter. He will work closely with senior executive leadership and key administrators to cultivate long-term relationships, develop and deliver new activities, and support activities developed by others on campus in the area of entrepreneurship. He will also manage the new Wildcatalysts Mentor Network, a group of alumni across different disciplines who have committed time and resources to support ideas generated from the UNH community.

The ECenter is intentionally independent of any one college as an engaged collaborator of all things entrepreneurial within the UNH community and externally in New Hampshire and New England. In addition, the ECenter will focus on encouraging interdisciplinary activities and providing real-world experiences that lead to new products, services, and firm creation.

Grant brings a wealth of entrepreneurial and innovation experience to the university that directly benefits the understanding and growth of students, faculty, and alumni alike. During his career, he co-founded/founded three companies that all were acquired and led innovation projects within large Fortune 500 corporate environments. His startup experience includes leadership roles as CEO, chief operating officer, vice president of marketing, business development, and sales, and he has worked in a variety of industries including commercial real estate, customer loyalty, organic products, career and HR technology/services, higher education internet-based products/services, and healthcare. His entrepreneurial success and work with nonprofit organizations led the Boston Business Journal to select Grant from more than 300 nominees for its “Top 40 Under 40” award in 2001.
Grant graduated cum laude with a BA in Government from St. Lawrence University in Canton, New York. He studied abroad on the St. Lawrence Kenya Semester Program and attributes much of his entrepreneurial success to the vast experiences there including living among the rural Maasai and Luhya people. It is here that he learned the value of stretching his comfort zone and perseverance—and the resulting rewards of doing so.

“I am thrilled to have the opportunity to take on this role at such an exciting early stage in the Entrepreneurship Center’s development and partner with those already engaged in the entrepreneurial efforts on campus” said Grant. “I am committed to developing new programs and initiatives that promote a university-wide culture of entrepreneurship and support all students, faculty/staff/researchers, and alumni who want to turn their ideas into tangible actions and companies. I will draw upon a critical ‘tool box of knowledge’ I’ve acquired as a result of my startup experience and past business leadership roles.”

Grant can be reached at ian.grant@unh.edu or (603) 862-5470.

The ECenter opened at the beginning of January in Madbury Commons along with UNHInnovation, the InterOperability Lab, and its partner Alpha Loft. Visit http://unh.edu/ecenter for more information.

Chelsey DiGiuseppe
Marketing Manager

The 5th Annual Innovators' Dinner

In early October, UNHInnovation (UNHI) held its fifth annual Innovators’ Dinner. The event was held in the Huddleston Ballroom and the evening began with drinks, hors d’oeuvres, and live music. Following the cocktail hour, attendees settled down at tables decorated with pumpkins and gourds that were developed by Brent Loy, plant biologist at
the NH Agricultural Experiment Station and namesake of the J. Brent Loy UNH Innovator of the Year award.

During the dinner presentation, UNHI made good on its mission to recognize the full sweep of innovation, including intellectual property and creative works as well as more typical technological innovations. UNHI's annual Innovator of the Year Award went to the Prevention Innovations Research Center (PIRC) for its groundbreaking work in evidence-based practices to end sexual and relationship violence and stalking and for its business model, which helps sustain the work of the center.

The objective of UNHI is to move the ideas created at UNH outside the university to help make the world a better place. There are few better examples than the Prevention Innovations Research Center, so its choice as Innovator of the Year was easy. PIRC curricula, the only evidence-based violence prevention curricula in the market, are being used on more than 600 campuses to reduce relationship violence. If fully implemented, thousands upon thousands of students across the U.S. will be safer because of PIRC.

Led by co-founders Jane Stapleton and Sharyn Potter, associate professor of sociology, Prevention Innovations Research Center has gained national recognition for its collaborative sexual assault prevention strategies and its leadership role in issues of sexual assault and violence on college campuses. In fiscal year 2015, PIRC licensed its Bringing in the Bystander® program to 106 colleges and schools, earning $111,000 in licensing revenue.

The Innovators' Dinner celebrated innovation at UNH in its many forms, recognizing dozens of faculty and staff for first-time disclosures, licenses, patents, and trademarks. Governor Maggie Hassan launched the festivities with remarks that amplified the importance of UNH's role in fostering entrepreneurship in the state.

A presentation by Marc Sedam, managing director of UNHI, highlighted ways in which UNHI is bringing UNH-created ideas and products to a wider world. Successes in the past year include revenues of $732,000 and 371 licenses, which represent an increase in licenses of more than 700 percent since 2013. Over the past five years, UNHI has tripled revenues and doubled startup creation.

Beth Potier
Manager, Research and Outreach Communications
Communications and Public Affairs/Office of the Senior Vice Provost for Research
Prevention Innovations Research Center received UNHInnovation's Innovator of the Year Award at the fifth annual Innovators' Dinner Oct. 1, 2015. From left: P.T. "Vasu" Vasudevan, UNH provost and vice president of academic affairs; PIRC co-directors Sharyn Potter and Jane Stapleton; Marc Sedam, associate vice provost for innovations and new ventures (rear); Robert Eckstein, PIRC lead trainer and curriculum development specialist; Vicky Banyard, professor of psychology and PIRC research and evaluation consultant; Caroline Leyva, PIRC lead trainer and curriculum development specialist; Jan Nisbet, UNH senior vice provost for research; Katie Edwards, assistant professor of psychology and PIRC research and evaluation consultant; Tim Benoit-Ledoux, UNHI licensing manager; Chelsey DiGiuseppe, UNHI marketing manager. (Photo: Kate and Keith Photography)

UNH’s Logo becomes a Registered Trademark

We are excited to share that UNH's logo has recently become a registered trademark. The federal registration of the logo will give UNH the legal protection and the right to determine when and how its logo is used, including with clothing and other commercialized products. The previously used “TM” notified other parties that UNH's logo was the property of UNH but not registered with the US Patent and Trademark Office (USPTO). Having a registered trademark will provide more assumptions and legal protections should an issue of improper use arise.

In late 2013, UNH changed its school logo from a 15-year-old image of UNH's Thompson Hall clock tower to a shield that strongly displays “NH.” This new logo is a universal image
that represents the university's three campuses located in Durham, Manchester, and Concord. On December 6, 2013, shortly after the logo change, the process to make the new logo a registered trademark began. Tim Benoit-Ledoux, Licensing Manager at UNHInnovation, took the lead in making this possible. “We are very excited that we were able to make this happen,” said Benoit-Ledoux. “It took a long time, but the UNH logo can finally be uniquely distinguished as a registered trademark with all the legal protection that entails.” One of UNHInnovation’s roles is to work to promote and protect the use of UNH’s name and all of its logos and marks, including the UNH athletics trademarks as well as the UNH institutional marks. This work helps ensure that the public can properly identify officially licensed products bearing the university’s trademarks.

Be on the lookout for the new registered symbol on all of UNH’s logos in the near future!

Mary Cate Flaherty
Marketing Intern

Recent Blogs

Obtaining Patent Protection for Life Sciences Academic Research

Patent protection rewards an inventor with a 20-year monopoly for the public disclosure of their invention. In order to be granted a patent, an invention must meet the statutory requirements of Title 35 of the U.S. Code (35 U.S.C.), which are: patentable subject matter, adequate disclosure, usefulness, novelty, and non-obviousness. As a life scientist as well as student at UNH School of Law, I am most interested in how these statutory requirements present unique challenges to academic research, especially in the field of molecular biology (e.g. Molecular Pathology, Inc. v. Myriad)

Creative Commons: Diversifying Your Dissertation

While researching for UNHInnovation (UNHI), I stumbled upon an article about Creative Commons (CC) that sparked my interest. In the article, Jane Park discusses how both Stanford and Berkeley University graduate students have been licensing their dissertations under Creative Commons. I think this is a novel idea and a new application for CC licenses, because it is a great way for graduate students to access a larger audience with their dissertation while retaining and controlling their copyrights.
*Genetics, Inc. and Ariosa Diagnostics, Inc. v. Sequenom, Inc.*). This post applies only to academic research in the life sciences.

**UNHInnovation/NHIRC Comings and Goings**

**UNHI Sponsored Seminars and Events**

**Event:** 5th Annual Innovators' Dinner  
October 1, 2015

**Event:** Catalyst Seminar: A Conversation About... Wireless Connectivity  
October 22, 2015  
**Presenter:** Nick Kirsch & Steve Perlberg

**Event:** UNH Aerospace and Defense Day  
November 4, 2015

**Event:** Catalyst Seminar: A Conversation About... Data Analytics  
November 19, 2015  
**Presenter:** Bob McGrath & Paul Mueller

**Event:** Catalyst Seminar (UNHI) and Hoopla (Alpha Loft) Holiday Networking  
December 17, 2015

**UNHI/NHIRC Committee Participation**

**Live Free and Start Advisory Council**  
**Marc Sedam**

**Live Free and Start Capital Access Subcommittee**  
**Marc Sedam**

**AUTM Online Professional Development**  
**Marc Sedam**

**Post-Landfill Action Network (PLAN) Advisory Board**  
**Marc Sedam**

**Customer Journey Process Mapping Working Group**  
**Maria Emanuel**

**Seacoast School of Technology Biotechnology Advisory Committee**  
**Maria Emanuel**

**Alpha Loft Board**  
**Marc Sedam**
### UNHI Attended Conferences and Events

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<tr>
<th>Event</th>
<th>Date</th>
<th>Attendee(s)</th>
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<tr>
<td>Women in Tech</td>
<td>October 5, 2015</td>
<td>Maria Emanuel &amp; Ellen Christo</td>
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<tr>
<td>The Boston's Entrepreneurs' Network</td>
<td>October 6, 2015</td>
<td>Kevin Lefebvre</td>
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<td>Innovative Ways to Bootstrap Your Startup Company</td>
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<td>IEEE Boston Chapter Licensing Agreements</td>
<td>October 15, 2015</td>
<td>Kevin Lefebvre</td>
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<td>UNH LawMeet</td>
<td>October 23, 2015</td>
<td>Tim Benoit-Ledoux</td>
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<tr>
<td>SSTI Annual Conference</td>
<td>October 26 - 28, 2015</td>
<td>Tim Benoit-Ledoux</td>
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### UNHI/NHIRC Presentations

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<tr>
<th>Event</th>
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<th>Presenter(s)</th>
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<tbody>
<tr>
<td>NH Joint Engineering Societies Annual Conference</td>
<td>October 1, 2015</td>
<td>Maria Emanuel &amp; Kevin Lefebvre</td>
<td>Intellectual Assets: Innovating Collaborations, Technologies, and Business Opportunities</td>
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<td>Responsible Conduct of Research Training</td>
<td>October 2, 2015</td>
<td>Maria Emanuel</td>
<td>Facilitator</td>
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<td>GRAD930: Ethics in Research and Scholarship</td>
<td>October 13, 2015</td>
<td>Maria Emanuel</td>
<td>Intellectual Assets</td>
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<td>Office of Business Affairs Meeting</td>
<td>October 15, 2015</td>
<td>Tim Benoit-Ledoux</td>
<td>UNH Trademark Licensing Program</td>
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Annual Collegiate Licensing Company Visit and Licensed Vendor Site Visits  
October 29, 2015  
**Attendee:** Tim Benoit-Ledoux & Dot Sheehan

Lean LaunchPad Course  
LLP Educators Program  
November 1-5, 2015  
**Attendee:** Tim Benoit-Ledoux

The Boston's Entrepreneurs' Network  
Founder Agreements & Solving Issues Among Founders  
November 3, 2015  
**Attendee:** Kevin Lefebvre

Hamilton Brook Smith Reynolds Seminar Series  
Protecting Innovation Best Practices  
November 5, 2015  
**Attendee:** Kevin Lefebvre

UNH Executive Development Program  
Finance and Accounting for the Non-Financial Manager  
November 12-13, 2015  
**Attendee:** Maria Emanuel

APLU Annual Meeting  
November 15-17, 2015  
**Attendee:** Maria Emanuel

2015 IP Protection for Plant Innovation Conference  
December 3-4, 2015  
**Attendee:** Maria Emanuel

Live Free and Start  
Angel Investing in the Granite State  
November 17, 2015  
**Attendee:** Ian Grant & Kevin Lefebvre

The Boston's Entrepreneurs' Network

Masters in Analytics Program  
October 16, 2015  
**Presenter:** Tim Benoit-Ledoux  
**Presentation Title:** Intellectual Assets: Innovating Collaborations, Technologies, and Business Opportunities

Sports Marketing Undergraduate Course  
October 19, 2015  
**Presenter:** Tim Benoit-Ledoux  
**Presentation Title:** Intellectual Property 101

UNH TechX and Entrepreneur Clubs  
October 26, 2015  
**Presenter:** Maria Emanuel  
**Presentation Title:** UNH and Intellectual Property

State Science and Technology Institute  
October 27, 2015  
**Presenter:** Tim Benoit-Ledoux  
**Presentation Title:** Moving Toward Whole-Institution Commercialization Strategies

State Science and Technology Institute  
October 30, 2015  
**Presenter:** Kevin Lefebvre  
**Presentation Title:** Intellectual Property

UNH Chemistry Department  
November 2, 2015  
**Presenter:** Maria Emanuel  
**Presentation Title:** Career Panel

UNH Communicators' Network  
November 12, 2015  
**Presenter:** Tim Benoit-Ledoux  
**Presentation Title:** UNH Trademark Licensing Program

CEPS New Faculty Luncheon  
November 6, 2015
Seed and Angel Financing
November 17, 2015
Attendee: Kevin Lefebvre

Alpha Loft Launch Series
Understanding the Business Model Canvas
November 24, 2015
Attendee: Ian Grant

UNH Student Entrepreneurs Club
Problem Solve Event
November 21, 2015
Attendee: Ian Grant

Material Research Society Conference and Technology Innovation Conference
December 1-2, 2015
Attendee: Kevin Lefebvre

2015 IP Protection for Plant Innovation Conference
December 3-4, 2015
Attendee: Maria Emanuel

SVPR Division Wide Meeting
Annual SVPR Division Wide Meeting
December 11, 2015
Attendee: UNHInnovation Office

Presenter: Kevin Lefebvre
Presentation Title: SBIR Introduction

ECE 900 Graduate Seminar
November 16, 2015
Presenter: Kevin Lefebvre
Presentation Title: Intellectual Property Presentation

UNH Office of Research Lunch and Learn
November 19, 2015
Presenter: Tim Benoit-Ledoux & Maria Emanuel
Presentation Title: Introduction to Creative Commons- Using Creative Commons to Advance Your Research and Teaching

NH Tech Women/Tech Girls Ambassador Program
November 20, 2015
Presenter: Maria Emanuel
Presentation Title: STEM Careers: Intellectual Asset Management

UNH Cooperative Extension Economic Development Academy
November 20, 2015
Presenter: Maria Emanuel
Presentation Title: Intellectual Property, UNHI, and Economic Development