

# Rice University Jesse H. Jones Graduate School of Business

Brad Burke, Managing Director
Rice Alliance for Technology and Entrepreneurship

2011 USASBE Conference

Finalist: National Model MBA Entrepreneurship Program

January 13-16, 2011



#### **Presentation Outline**

- 1. Overview
- 2. Courses and Curriculum
- 3. Faculty
- 4. Other Curricular Programs
- 5. Extracurricular/Experiential Programs
- 6. Student Ventures & Mentoring
- 7. Sustainability
- 8. Outcomes
- 9. Summary







#### **Overview**



## Rice University Overview

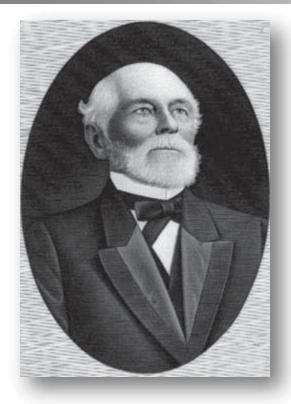


- Small size 3,000 undergraduates, 3,000 graduates, 600 faculty
- Private university in Houston, TX (4<sup>th</sup> largest city)
- Ranked #17 overall by U.S. News & World Report
- Top 10 Engineering School / Top Bioengineering / Nanotechnology
- 18% of undergrad students are National Merit Finalist scholars
- Adjacent to the Texas Medical Center



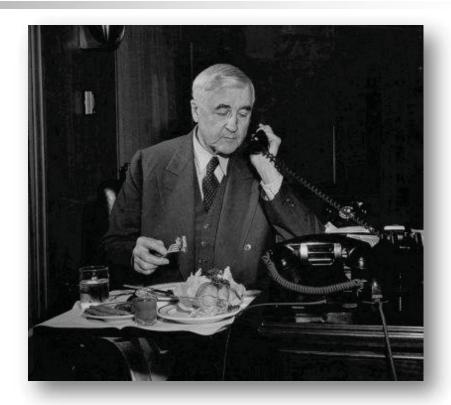


#### A Culture of Entrepreneurship at Rice



William Marsh Rice

Shipping, Cotton, Insurance, Railroads



Jesse H. Jones

Lumber, Newspaper, Banking, Real Estate



## Rice MBA Program young, but growing in reputation

- Founded in 1974 by Jesse H. Jones Gift
- 2010 BusinessWeek magazine ranked Rice MBA Program in Top 30 (#29) & Top 10 for intellectual capital and faculty research



- Other selected rankings:
  - 4th Best in Finance Full Time MBA, FT, 2010
  - 5th Career Services Full Time MBA, Economist, 2009
  - 8th Overall Professional MBA, BusinessWeek, 2009
  - 8th Salary increase Executive MBA, FT, 2009
  - 9th Best in Accountancy Full Time MBA, FT, 2010
  - 10th Salary 3 years out Executive MBA, FT, 2009
  - 11th ROI Executive MBA, Wall Street Journal, 2008
  - 11th Overall Executive MBA Program FT, 2009



## The Rice Alliance for Technology and Entrepreneurship

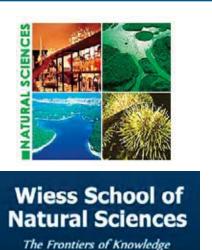
### Founded in 2000 as University's cross-campus flagship entrepreneurship initiative











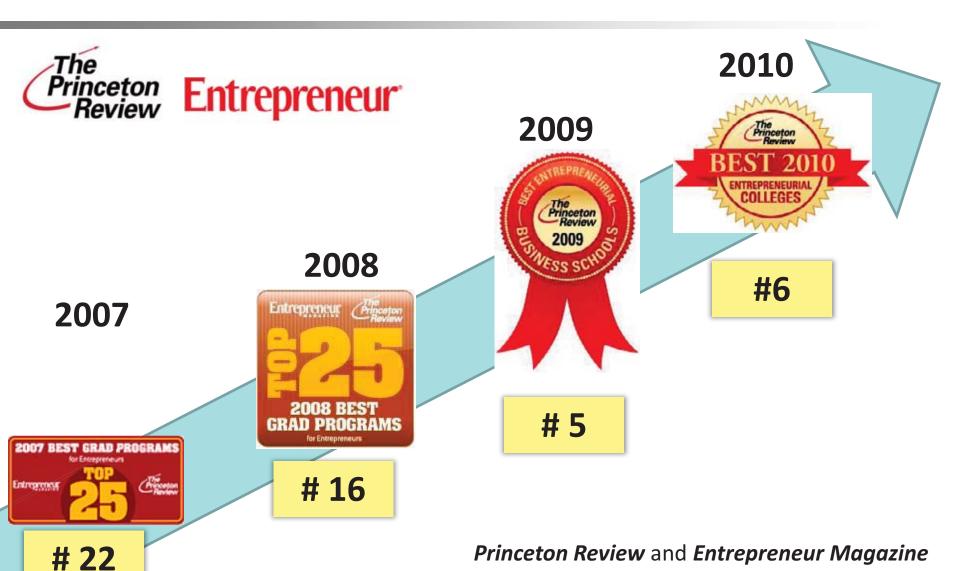
A University center with strategic alliance among three schools:

Engineering, Natural Sciences and Business



## Rice MBA Entrepreneurship Program Rankings: 2007 to 2010

rankings: Graduate MBA Program, 2007 -2010





### Other Entrepreneurship Program Recognition

2009 Outstanding Center for Entrepreneurial Leadership - GCEC



2009 Outstanding Specialty Entrepreneurship Program - GCEC



2009 Outstanding Specialty Entrepreneurship Program – USASBE



2008 Houston's Greatest Economic Development Ally



**2007 Enterprise Creation Award – GCEC (formerly NCEC)** 



2005 - Ernst & Young Entrepreneur of the Year<sup>™</sup> Award for the Supporter of Entrepreneurship



2004 - Price Institute Innovation Entrepreneurship Educators
Award by the Stanford Technology Ventures Program at
Stanford University



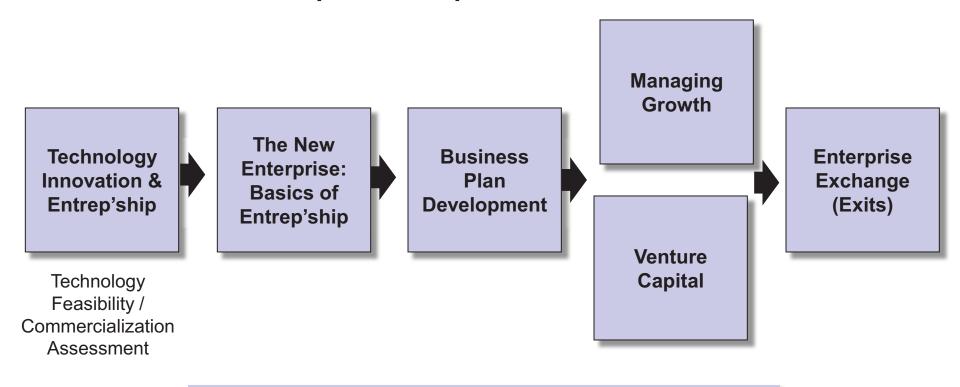


## Courses and Curriculum



### Rice's MBA Program was one of the first to require students to take entrepreneurship

#### **Basic Entrepreneurship Course Structure**



The courses follow a company life cycle.



## The New Enterprise Course (Basics of Entrepreneurship)



H. Albert Napier, Ph.D.
2008 National Acton
Award for Excellence in
Entrepreneurship
Education

2010 Teaching Award – Executive MBA Students

- Students learn from "live" cases presented by entrepreneurial Rice MBA alumni
- Students evaluate entrepreneurs based on 11-point analysis: entrepreneurial skills, business opportunity, operations, finance, etc.
- Make recommendations to entrepreneur & overall class assessment



Luis Miguel '05 Fast Food



Emily Armenta '03
Designer Jewelry



Richard Degner '04
Oilfield Services



## The New Enterprise Course: "Life of Meaning" Project



H. Albert Napier, Ph.D.
2008 National Acton
Award for Excellence in
Entrepreneurship
Education

8

2010 Teaching Award – Executive MBA Students

- The Life of Meaning\* Project teaches students that a life in business can be truly gratifying – but only when success is part of something bigger
- Life of Meaning prepares students to:
  - Set practical goals that align with their deepest values and aspirations.
  - Effectively engage others in their career discernment process.
  - · Face adversity and find opportunity in it.
  - Enact their principles with grace and courage.
  - · Recognize denial when they slip into it.
  - Connect with and learn from those with whom they disagree.
  - Unpack "baggage" about money.
  - · Run reality checks on their plans and dreams.
  - Respond generously and creatively to the needs of others.
  - · Make ethical decisions consistent with their standards of integrity.
  - Do what they believe is right, even in the face of opposition.
- Students interview 6 individuals, all within different age groups (age 20-30, 30-40, 50-60, etc.)...and address:
  - Balancing work, family and community
  - · Staying true to beliefs when faced with ethical questions
  - Overcoming distractions and discouragement



## Specialized Fields of Entrepreneurship Study



Technology
Entrepreneurship & Venture
Capital



Life Science Entrepreneurship



Real Estate Entrepreneurship



Energy Entrepreneurship



Social Entrepreneurship



Family Business



Education Entrepreneurship



#### **Energy Entrepreneurship**



Bob Schwartz
Adjunct Faculty
&
Vice President / Senior Advisor
Energy Ventures
(Venture Capital Firm)

#### energy ventures ?

#### The course examines:

- The process by which entrepreneurial ideas are formed in the energy industry
- How ideas obtain the technical, financial and managerial support to become viable businesses.
- Why do some ideas catch on and change the way an industry operates while others never gain traction?

Course based on cases & socratic method of teaching

- Current examples of companies going through the process
- Cases which highlight key elements of the process
- Students meet entrepreneurs who are living the journey and share their experiences









ity NCA



#### Rice Education Entrepreneurship Program (REEP)





- Launched in 2008, collaborates with Teach for America & others
- Goal: dramatically change and improve the academic performance of students throughout the community, particularly in underserved schools
- Offers a new and uniquely rigorous academic program aimed at improving education management and teaching—and-learning performance in Houston's schools
- Offer MBA and Certificate programs



## Life Science Entrepreneurship: The Role of Physicians, Scientists, and Engineering in High-Tech Start-ups

















- MBA course held at the new Bioscience Resource Collaborative (BRC) facility
- Course open to all graduate students at Rice and in the Texas Medical Center
  - MBAs
  - PhDs
  - MDs
- Became the largest enrollment course of any class in the Jones School
- Topics
  - Pharmaceutical Industry
  - · Biotech Industry
  - Medical devices
  - · Venture capital
  - Start-up financings, cap tables, & valuations
  - Entrepreneurial Landmines
  - Intelligence, Leadership, & Entrepreneurship



#### Social Entrepreneurship - Rwanda





- MBA / Bioengineering teams create business plans for low-cost medical devices for developing countries
- During the fall break, student teams travel to Rwanda to see field and market conditions first-hand



Lab in a Backpack



**Nursery of the Future** 



**AccuDose** 



**PhotoTherapy** 



**Cancer Screening** 



#### **Technology Entrepreneurship**



Dr. Tom Kraft
Adjunct Faculty
&
Director, New Ventures
Development

#### Finding the Starting Line (New Course):

An interactive course that starts real companies by commercializing Rice technologies

- Students will learn how to commercialize technology by actually doing it. Teams will form companies, license technology, and create investor presentations to raise funding.
- A group of technologies that are ready for commercialization have been selected from the labs of Rice University.
- Eight teams of 3-5 MBA students will each work with a PhD student to form an actual company around these technologies.











#### **Faculty**



#### Award Winning Entrepreneurship Tenure-Track Faculty



**H. Albert Napier, Ph.D.**Professor of Management; Director Center on the Management of I.T.

Acton Foundation Award for Excellence in Entrepreneurship Education



**Robert Hoskisson, Ph.D.** George R. Brown Professor of Strategic Management

Global Top 25 Researcher – Times Higher Education



Marc Epstein, Ph.D.
Distinguished Research
Professor of Management



Yan Anthea Zhang, Ph.D.

Jones School Distinguished Associate
Professor of Strategic Management



**Edward E. Williams, Ph.D.**Henry Gardiner Symonds Professor of Management

Named one of the nation's best entrepreneurship teachers by *BusinessWeek*;



**G. Anthony Gorry, Ph.D.**Freidkin Professor of Management & Professor of Computer Science;

Director, Center for Technology in Teaching and Learning



**Haiyang Li, Ph.D.**Associate Professor of Strategic Management



Jing Zhou, Ph.D.

Houston Endowment Professor of
Management; Director of Asian
Management Research and Education



#### **Award Winning Entrepreneurship Faculty**



**Blair Garrou**DFJ Mercury –
Venture Capital



Jack M. Gill, Ph.D. Vanguard Ventures – Venture Capital



Jerry Finger
Finger Interests, Ltd.
Family Investment Office



**Leo Linbeck** Aquinas Companies



Dennis Murphree
Murphree Venture
Partners
Venture Capital & Private
Equity



Tom Kraft
Rice Alliance for Technology a
Entrepreneurship
Technology Ventures
Development



**Ned Hill**DFJ Mercury –
Venture Capital



Robert H. Hatcher
Cockrell Interests
Family Investment Office



Atul Varadhachary, Ph.D., M.D. Agennix – Biotech Start-up Company



Robert D. Ulrich, Ph.D. Vanguard Ventures – Venture Capital



**Cliff Atherton**GulfStar Group
Investment Banking



**Bob Schwartz**Energy Ventures –
Venture Capital



## Other Curricular Programs



#### **Action Learning Projects (ALPs)**



**Dr. Kim Kehoe**Senor Lecturer

- All first-year MBA students participate in Action Learning Projects during spring of the their first-year
- Students work in teams on corporate and start-up company projects
- Students develop market assessments, customer segmentation strategies, market evaluations, business plans, etc.
- Guided by adjunct faculty mentors & advisors









#### Internships (for credit courses)













Students have the ability to work 8-10 hours per week (for credit) and get hands-on experience at venture capital firms, incubators, angel networks, etc.

MGMT 753 – Houston Angel Network

MGMT 760 – Houston Technology Center - Incubator

MGMT 763 – NASA Johnson Spacecraft Center

MGMT 766 – Vesalius Ventures - Venture Capital

MGMT 752 - Office of Technology Transfer

MGMT 762 - DFJ Mercury – Venture Capital

MGMT 769 - Waste Management Ventures

MGMT 772 – Rice Alliance for Technology & Entrepreneurship



## Extracurricular/Experiential Programs

- Rice Alliance Technology Venture Forums
- Entrepreneurial Speakers
- Rice Business Plan Competition
- Technology Entrepreneurship Workshop
- Next Cool Idea Workshop
- Silicon Valley Trip (Immersion Weekend)
- Career Rodeo
- Rice Alliance Venture Fellows Program
- NCIIA Venture Lab
- International Entrepreneurship Program (Grunderskolen)



#### **Technology Venture Forums**



**Energy & Clean Technology** 

September



I.T. & Web 2.0

December



Nanotechnology & Sustainability

February



**Life Science & Biotech** 

June





September 16, 2010

#### **Showcasing Promising Energy & Clean Tech Companies**

#### **Event Underwriters:**









energy ventures 7

#### **Event Sponsors:**















#### **Energy Keynote Speakers**



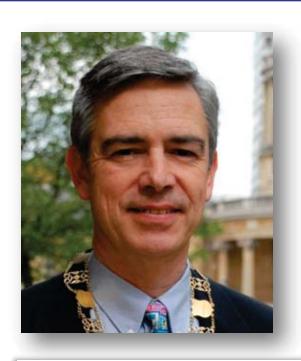






**Ira Ehrenpreis** 





**Desmond King**Chevron Tech Ventures





#### **Venture Capital Feedback Panel**











Rajat Barua

Steve Foster

Matthew Garratt

Michael Melnick

David Wells













### THE RICE ALLIANCE for TECHNOLOGY and ENTREPRENEURSHIP

#### **60+ Start-up Company Presenters**

**Business Plan Presenters** 

Aqumin Infochimps

Kozio

Mezeo Software

**RF Micron** 

**Company Update Presenter** 

Envoy

Medi-Code

Onit

Waldo Health

Werkadoo

**Elevator Pitch Presenters** 

4U Systems

ACS Engineering Group
Advarian: GoCampaign Project

APO Offshore

**B&R Software Solutions** 

**Blastoff Network** 

Brand-Yourself.com

**CBM Enterprise Solutions** 

ChaiONE

CityPure Click True

Club Gaia

Cofolio CultureMap

Dataface

e-Campaign Associates

Eonsil

EvaluateMyAdvisor.com

eZdia

Genre Group goodduide.com

Grammaropolis

GroupRaise HealthEDeals

HouseLynx IFSCCO

ihiji

Internected Utilities

InXero

IO-hub

Job Software Koached Kolarity

LinearCube Locus

MentMe

ModoPayments

Muuzii Technologies Limited

My Six Percent

MyPlaceHealth
One Pulse

Party P.I.

PI Integrated Systems / FlexPLANT

Rockwell IT Services

Sfile Technology Corporation

SimpApply StepStoneMed

Synerzip

Traxo.com

Wisga.com X-ISS YourPlace.com



### THE RICE ALLIANCE for TECHNOLOGY and ENTREPRENEURSHIP

#### 20+ Active Venture Capital Firms & Angel Networks













































## Technology Venture Forums achieve multiple objectives

- Educate students & entrepreneurs on the start-up process (see pitches & hear feedback)
- Networking
- Opportunity for students to present their plans
- Provide mentorship and advice to entrepreneurs
- Bring VC's and other investors to campus
- Connect researchers with the business community
- Build upon the local entrepreneurial community
- Outreach to current students and alumni
- Connect with investor types
- Create a robust entrepreneurial eco-system in the region



## Entrepreneurial Speakers: Rice Alliance has featured more than 1,000 speakers



Michael Oxley Vice Chairman NASDAQ Stock Exchange



**Rod Canion**Founder
Compaq Computers



**Bill Kurtis**Founder
TallGrass Beef



**Ray Johnson** SVP and CTO Lockheed Martin



Nancy Floyd Founder Nth Power



**Jaime Casap**Business Development Mgr
Google



**John Denniston**Partner
Kleiner, Perkins, Caufield & Byers



Jeff Henley Chairman ORACLE



**Stephen Brand** SVP, Technology ConocoPhillips



Entrepreneur, Boxer

**George Foreman** 



Garrett Boone Founder Container Store



Vinod Khosla Khosla Ventures

## 2011

World's Richest and Largest Business Plan Competition

#### RICE University Business plan Competition

Sponsored by Administaff 🔘

April 14-16, 2011

2011 Rice Business Plan Competition

April 14-16, 2011

World's Richest and Largest Business Plan Competition! \$ 1 Million in prizes





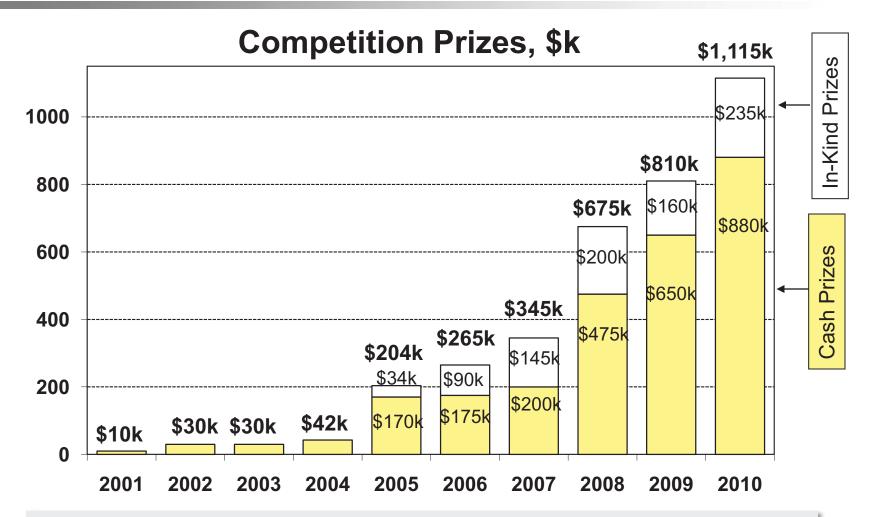








## The 2010 Rice Business Plan Competition (RBPC) was again the largest & richest university competition in the world



"For student entrepreneurs, this is the World Series and Super Bowl" combined!

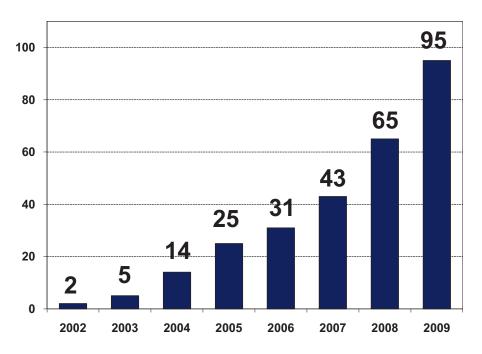
- Fortune/CNN Money, April 2010



## 95 teams have successfully launched their companies after competing at Rice (and are still in business today)

#### # Successful Company Start-ups

Cumulative, by Year of Competition



Total Funds Raised To-Date (Cumulative)

2008: \$90 million

2009: \$145 million

2010: \$223 million

"The competition was a fantastic networking and learning event. We met several dozen individuals. They gave us invaluable feedback and contacts to help us succeed."

- 2010 RBPC Competitor

#### A sampling of Past Competitors: 2001 - 2009



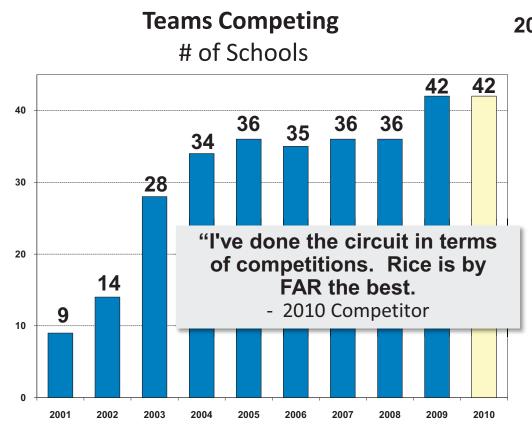
FREPME.COM

**Imagine** 

ptix



## 420 Teams applied for the 42 competition slots in 2010: a 23% increase over 2009



#### 2010 U.S. Schools:

Harvard / MIT Stanford MIT (2) Carnegie Mellon Chicago (2) Northwestern Babson / MIT Berkeley Johns Hopkins Wharton Arkansas (2) Dartmouth Purdue Indiana / Purdue UCLA

Michigan (2) Colorado State Illinois Miami Missouri Pepperdine Rice (2) Santa Clara Texas (2) **Tulane** Kennesaw State Baruch Baylor Oklahoma / Oklahoma City

#### 2010 International Schools:

Thammasat (Thailand)

Lancaster (UK)

London School of Economics (UK) Sun Yat-sen (China)

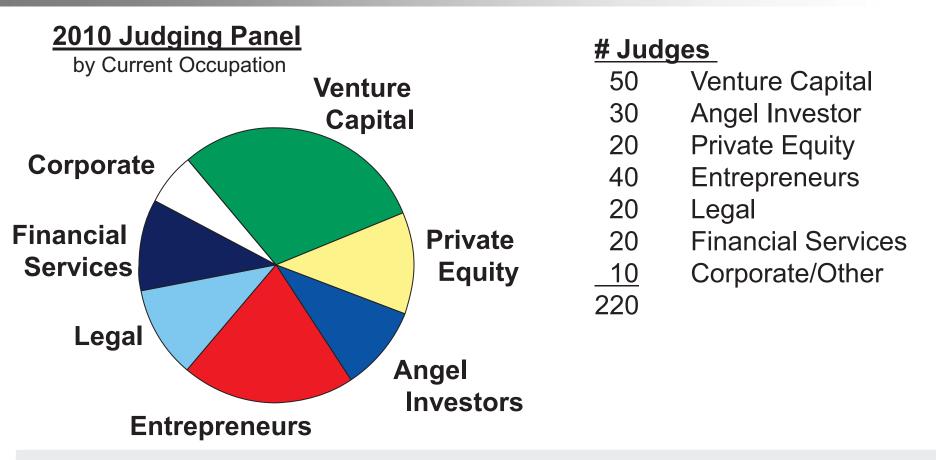
Waterloo (Canada)

IIT, Kharagpur(India)
Sun Yat-sen (China)

New Brunswick (Canada)



## The Judging Panel is a "Who's Who" in the Entrepreneurship Community



"It gives me great pleasure to watch the puzzled and amused faces of money people in the (Silicon) Valley how it is Rice (and Houston, and Texas) that pulls this off and not Stanford and this part of the world! I will fly in from other side of the world if I have to, would not miss it."

- 2010 Judge from Palo Alto



## Role of Rice Business Plan Competition for Rice Students



- Over 100 MBA students volunteer to work at the Rice Business Plan Competition
- Networking, networking, networking !!
- 220+ judges
- Education: Opportunity to learn by seeing some of the best graduate student business plan teams & watching feedback sessions
- Foster culture of entrepreneurship
- Foster aspirations to launch successful start-up

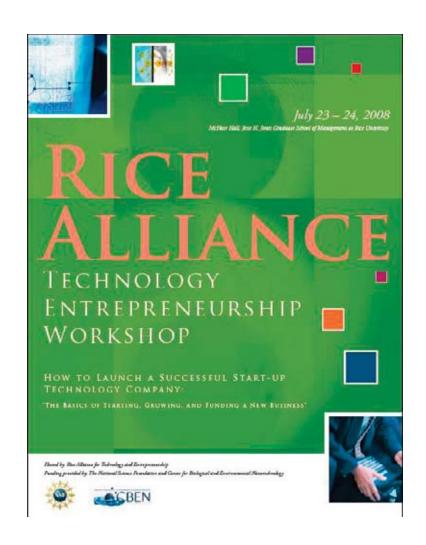


## Technology Entrepreneurship Workshop (2-day bootcamp)

Held annually, this 2-day entrepreneurship 'boot camp' has 'sold out' for 9 consecutive years.

Covers everything from protecting IP to raising venture funding.

Next Workshop: July 2011







HOME ABOUT FAQ EVENTS TESTIMONIALS CONTACT



What happens when you throw together 41 Rice MBAs, 6 successful entrepreneurs, 2 outstanding professors, and a high-energy, world-class facilitator in a room for 3 days to talk about generating ideas?

You get a remarkably successful weekend that brought invaluable knowledge and the start of new ideas poised to make a positive social impact on our future.

The Next Cool Idea, a hodge-podge collection of a few dedicated Rice MBAs, principally funded by CAMAC International, and in partnership with the JGSEO, Professors Al Napier & Marc Epstein, James Barlow, a few extremely helpful Rice staff, organized the weekend to challenge 41 MBAs to evaluate business problems, innovate creative solutions and understand how best to take them to market.

#### Thank you all for participating in the NCI weekend.

I would like to recognize the organizing team of Adama, Armin, Humberto, Idris, Michelle, Ranga, and Vladimir for their heroic efforts in pulling this wonderful event together. Plus, we could not have pulled this off without the support from our sponsors, partners, and Rice staff.

Please click here for a summary of the weekend program.

Thank you to all of our Sponsors: CAMAC, CHAIONE, MJ KHAN and BELL & GEMS.

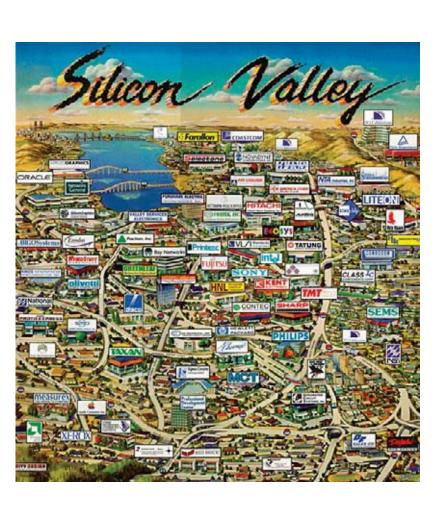


Additional

□Sponsors Lir



## Silicon Valley Trek (Spring Break)



#### **3-Day Intensive Immersion Experience**

- Day 1: Field Trips to Google, Facebook, Apple, etc.
- Day 2 & Day 3: Classroom
- Classroom Sessions live "case studies" led by Silicon Valley entrepreneurs
- Expose students to diverse perspectives:
  - Early-career entrepreneurs
  - Mid- and late-stage career entrepreneurs
  - Venture capitalists



### Technology Career Rodeo: Summer Internships w/ Start-ups



- Annual event to match MBA students with start-up companies and investors for Summer Internships
- Approximately 20-25 internships
- Held in conjunction with the Jones Graduate School of Business Career Management Center (CMC)
- Single largest source of summer internships





#### Rice Alliance Venture Fellow Program



Dr. Tom Kraft
Adjunct Faculty
&
Director, New Ventures
Development

- Four MBAs were selected in 2010 to participate in the Venture Fellows program
- Rice Alliance Venture Fellows evaluated over 400 Rice technologies in the summer of 2010
- Technologies were prioritized based on commercial potential and potential success for start-ups
- Approximately 15 high-priority opportunities were identified
- MBA / PhD teams formed to create business plans and launch start-ups
- Led by Dr. Tom Kraft, Rice Alliance Director of New Technology Ventures Development



#### **NCIIA VentureLab**



#### Rice Piloted NCIIA's new VentureLab in May, 2010

12 start-up teams refined their business strategy and business plan.

NCIIA's latest **venture accelerator**, VentureLab is a highly experiential and immersive program developed and designed to enhance the success of student business ideas: evolve the business strategy, sales channels and marketing and better understand the financial mechanics of the start-up venture.

Teams develop a plan and gain a toolset to help grow their business.











## Rice 12-week MBA Program for Norway & Rice Entrepreneurship Students

Hiem

Program

Destinasjoner

Partnere

Finansiering

Alumni

Søknad

Om oss

English
Hjem > In English

#### Nyheter

Gründerskolen får Kunnskapsdepartementets utdanningskvalitetspris 2007

Gründerskolen får UIOs læringsmiljøpris

#### The Norwegian Entrepreneurship Programme

The award winning Norwegian Entrepreneurship program (Gründerskolen) is a Norwegian academic cooperation programme involving all the universities and several university colleges in Norway. The Centre for Entrepreneurship at the University of Oslo has the overall academic and administrative responsibility for the programme.

The Norwegian Entrepreneurship program was founded in 1999 by professor Nils D. Christophersen at the department of Informatics. The program started up in cooperation with Cornell University and the first year 6 IT students participated in the programme in San Francisco. Since then the project has had a rapid growth and in 2008 we had 297 applicants wherof 142 students was given the offer. Our almuni network has more than 800 alumnis and is by far the biggest network in its kind in Norway.

In 2007 the programme recieved first price for 'Best quality in higher education' by the Norwegian Minsitry of education and research and in 2006 a price for "best learning environment" at the University of Oslo.

Includes classroom + start-up company internship



## Student Start-ups and Venture Mentoring



#### **Company Formation Phases**









Student-generated Ideas

Rice Alliance Venture Fellows Program

**Business Plan Courses:** 

- 1. Creative Entrepreneurship (Murphree)
- 2. Business Plan Development (Hoogendam)
- 3. Finding the Starting Line (Kraft)

JGS Entrepreneur Ri Organization

MBA Entrepreneurship Club

Rice Alliance for Technology and

Entrepreneurship

Regional Organizations Rice Alliance Service Provider Network

Law Firms

**Accounting Firms** 

HR / Outsourcing

IT / CFO / Legal Outsourcing

Marketing / Branding

Rice Alliance Mentor Banking / Insurance Network Houston Angel Network

Texas Emerging Technology Fund

The GOOSE Society of Texas

Early Stage Venture Capital Firms

Grants



### **Mentoring for Student Start-ups**

Mentor Type	Description
JGS Entrepreneur Organization	Mentoring provided by Rice alums
MBA Entrepreneurship Club	Peer-to-peer mentoring
Rice Alliance for Technology and Entrepreneurship	Dedicated full-time resource: Director, Technology Ventures Development
Regional Organizations	Houston Technology Center BioHouston The Indus Entrepreneurs Greater Houston Partnership
Service Provider Network	Law firms, accounting firms, consulting firms, and others in the Houston region Rice Alliance sponsor network
Rice Alliance Mentor Network	Rice Alliance network of over 200 judges, 400 individual & corporate members, and other members of the entrepreneurship community



## Sustainability



## **Thank you Underwriters**

Diamond

















**Platinum** 













## **Thank you Underwriters**

#### **GOLD**











































































### Thank you, 120+ RBPC Sponsors!!













































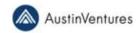
























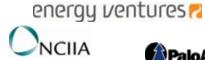












**Bank of America** 



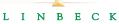






















MediaFunnel

















Continental ORACLE











### Thank you, RBPC Team/Table Sponsors!























British Consulate – General Houston

**Career Management Center** 

Jones Graduate School Entrepreneur Organization JGSEO



John and Laura Arnold
Tom and Mary Bates

#### **International Reception Sponsors**

























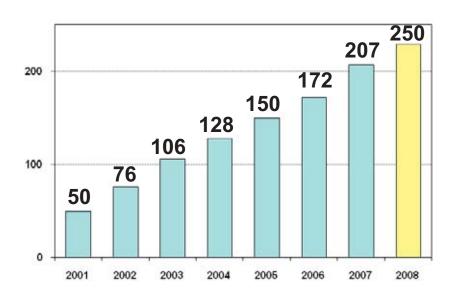


### **Outcomes**

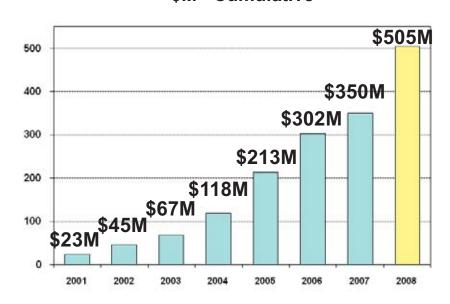


## Rice Alliance has assisted in the launch of more than 250 companies

### Companies Assisted # - Cumulative



### Total Funding Raised \$M - Cumulative



- These companies have raised more than \$505 million in funding
- More than 750 start-ups have been showcased over the last 9 years



## There have been 40 Rice affiliated start-up companies over the past 9 years (top ten in start-ups/research \$)



#### NanoComposites, Inc.



Nanospectra Biosciences











- 1. Advanced Biosciences\*- (Matsuda)
- 2. Advanced Reality\* (Ruths- grad student)
- 3. Applied NanoFluorescence- (Weisman)
- 4. Aristan Medical (Athanasiou)
- 5. BetaBatt (Engel)\*\*
- 6. BI02 Medical\*\*
- 7. BioCure\*
- 8. BioSonic (Liebschner)
- 9. Cambrios (affiliated company)- (Smalley)
- 10. CNI (now Unidym)- (Smalley, Hauge, et al.)
- 11. Desmogen\*- (Mikos)
- 12. Ensysce Biosciences- (Weisman, Wilson)
- 13. Glycos Biotechnology- (Gonzalez)
- 14. Houston Medical Robotics- (O'Malley)
- 15. itRobotics- (Ghorbel)\*\*
- 16. LabNow
- 17. LaserGen (BCM-Metzger; Rice-Curl)
- 18. Mango Communication\*
- 19. Mass Specific Force- (Weyand)
- 20. Molecular Electronics Corp\* (Tour)
- 21. MTPE (Museums Teaching Planet Earth) (Reiff)
- 22. Nano 3D Biosciences (Killian and Rafael)
- 23. NanoComposites (Tour)\*\*
- 24. Nanopartz (Zubarev)

- 25. NanoRidge (Barrera et al.)
- 26. Nanospectra Biosciences (West and Halas)\*\*
- 27. NatCore (Barron)
- 28. NewCyte (Barron)
- 29. OrthoAccel\*\*
- 30. Oxane Materials (Barron)
- 31. ProMedior (Gomer)
- 32. Semmt\*\*
- 33. Smart Imaging Technology\*\*
- 34. Solterra (Wong)
- 35. Somatogen\* -(Olson)
- 36. Stellarray\*\*
- 37. Trellis\* (affiliated company)- (Gomer)
- 38. Vanguard Solar (Barron)
- 39. Xilas Medical (affiliated company)(Athanasiou)
- 40. InView Tech Bob Bridge (Baraniuk)
- 41. Rebellion Photonics







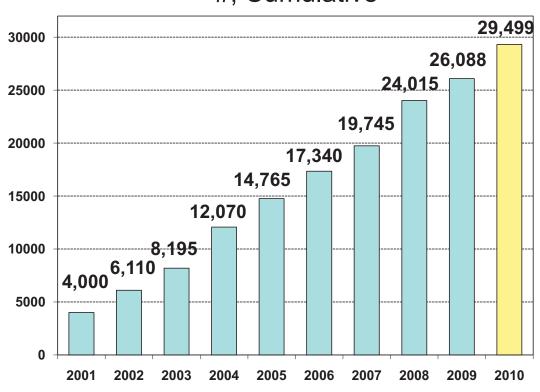


#### **Rice University Alumni Impact Study**

- Surveyed 42,350 alumni July 2008
- 27.5% of respondents had founded one or more companies
- 41% of these had founded 2 or more
- Annual revenues of \$42 billion
- Created 150,000 jobs
- 22% of Jones School alumni have founded companies
- Annual revenues of \$1.5 billion

## Rice Alliance Eco-System

#### # Attendees at Rice Alliance Events #, Cumulative

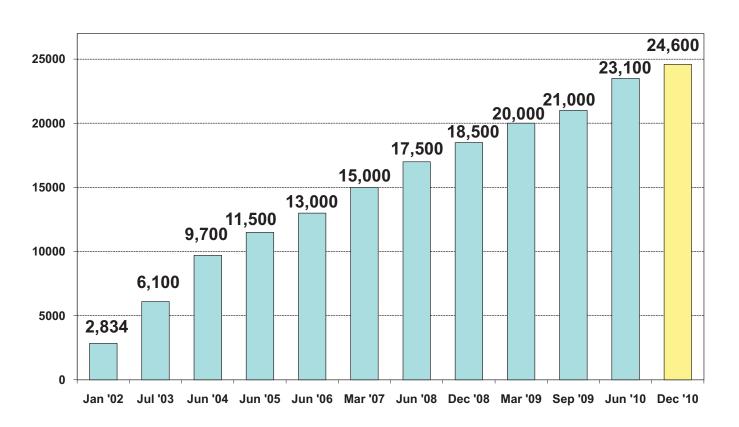




## Rice Alliance Eco-System

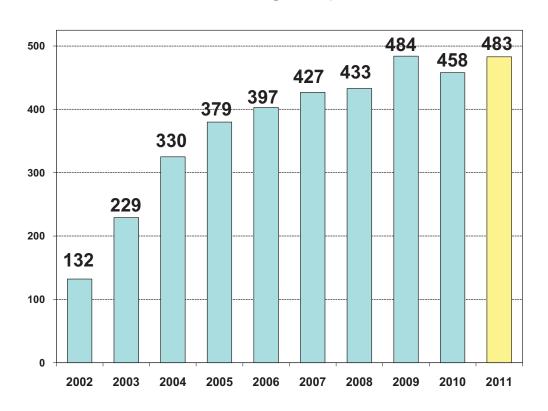
#### **Rice Alliance Digest Newsletter**

# Subscribers



## Rice Alliance Eco-System

## Attendees at Rice Alliance Venture Capital Forums Average # per Event



## Rice MBA Program Summary

- Breath and depth of course offerings: 28+ courses
- Teaching awards
- Experiential opportunities (curriculum & non-curriculum)
- 22% of Rice MBA alums have started companies
- 250+ start-ups assisted: mentoring, funding, eco-system, etc.
- Rice Business Plan Competition \$1 million
- Encourage broader societal impact
  - ➤ Rice Education Entrepreneurship Program (REEP)
  - Social Entrepreneurship (Rwanda)
  - Life of Meaning
- Technology commercialization
- Life case studies:
  - Classroom Rice MBA alums return
  - Technology Venture Forums import VCs and entrepreneurs
  - Silicon Valley Trek



#### **Innovativeness and Uniqueness**

- Structure: Strategic Alliance of the Schools of Engineering, Science, & Business, along with the Vice Provost of Research and Technology Transfer
- Unique course offerings (e.g., REEP: education entrepreneurship)
- Life of Meaning
- Technology Venture Forums bringing venture capitalists and start-up companies to the MBA students
- Silicon Valley Trek: taking the students to the VCs and start-ups
- Business Plan Competition: 225 judges, \$1 Million in prizes, 100+ student volunteers
- Integration with engineering, science and technology transfer to facilitate technology commercialization and multi-disciplinary start-ups
- Next Cool Idea Weekend
- Formalized Mentoring Process from Jones Alumni: Jones Graduate School Entrepreneur Organization (JGS EO)
- Rwanda Trip...refining the business plan in the field
- Collaborations with Texas Medical Center and other local organizations
- Funding model (annual underwriters, memberships, & sponsorships)



#### **Quality and Effectiveness**

- 22% of all Jones alumni have founded companies
- Key faculty have won national recognition for teaching (Napier & Williams)
- Assisted in the launch of over 250 companies during the past 10 years, raising more than \$250 million
- Rice Business Plan Competition (RBPC) largest & richest intercollegiate competition
- Over 95 past RBPC competitors have successfully launched their companies, raising more than \$233 million
- Over 1,000 speakers have participated at Rice Alliance programs
- Over 29,000 students & other individuals have attended Rice Alliance programs
- Large eco-system of mentors, investors, service providers created
- Established partnerships with other regional entrepreneurial organizations (e.g., Houston Technology Center, BioHouston, Greater Houston Partnership, etc.)
- Previous recognition from USASBE, GCEC, Stanford Technology Ventures Program (STVP), Ernst & Young, and others
- Recognition from Princeton Review and Entrepreneur Magazine (#6 in the U.S.)



#### **Completeness and Comprehensiveness**

- Offer approximately 28 entrepreneurship courses, including 6 foundational courses
- Offer in-depth courses in 7 specific areas within entrepreneurship (e.g., life science entrepreneurship, family business, etc.)
- Offer additional "for credit" internships and Action Learning Project
- Opportunities for summer internships in start-ups and/or venture capital
- Extensive opportunities for experiential education, including competing in Rice Business Plan Competition and/or other competitions
- · Created relationships with numerous angel and venture capital organizations
- Students have a variety of ways to network and obtain mentoring
- Extensive entrepreneurship eco-system and network has been created
- Technology Venture Forums provide an opportunity to learn from and network with entrepreneurs and venture capitalists, and see promising start-ups



#### **Sustainability**

- The Rice entrepreneurship program is supported financially by over 500 individual s and corporations
- The level of support for the Rice programs has grown every year, despite the economic downturn in 2008
- Currently the programs are supported by more than 45 annual underwriters who contribute between \$5,000 per year and \$150,000 per year
- More than 100 corporations and individuals sponsor the Rice Business Plan Competition and other events during the year
- In addition, the Rice Alliance has more than 400 individual and corporate members
- This diversity in support provides a strong platform to ensure program sustainability.
- We are also in the process of securing major endowment.
- Moreover, the structure of the Rice Alliance as a strategic alliance of the Schools of Engineering, Natural Sciences, and Business, along with the office of research, ensures broad internal support for our programs



#### **Transferability**

- We are committed to sharing best practices and actively participate in USASBE and GCEC for that purpose.
- We co-founded a Texas version of the GCEC, called the Texas University Network for Innovation and Entrepreneurship (or TUNIE), in order to share best practices across all of the Texas universities
- Our curricular offerings are readily transferable, depending on the specific interest of other universities
- We have provided information about our business plan competition to numerous other schools
- Our approach of bringing in outside venture capital and entrepreneurial speakers is particularly well suited for regions such as Houston that do not have a strong base like the West Coast and East Coast schools
- Our processes for technology commercialization and proactive approach for involving students in University start-ups is very appropriate for most research institutions



# Rice University Jesse H. Jones Graduate School of Business

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**2011 USASBE Conference** 

Finalist: National Model MBA Entrepreneurship Program

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