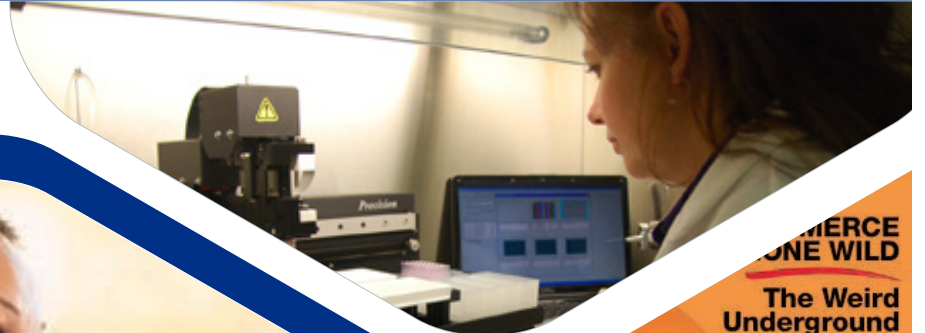




PennState
Innovation Park

JOURNEYS
You pick the path, we support your journey



Special Invent Penn State Venture & IP Conference Edition

October 6 & 7, 2016

The Penn State Conference Center Hotel



JOURNEY BACK

PSU'S ENTREPRENEURIAL JOURNEY

Page 2

ROOM FOR GROWTH

NEW R&D FACILITY ANNOUNCED

Page 5

TECHCELERATOR

GIVING START-UPS A LEG UP

Page 7

VENTURE & IP CONFERENCE

AGENDA AND MORE

Pages 8-15

A FEW WORDS ABOUT PENN STATE'S ENTREPRENEURIAL JOURNEY

BY DAN LERI, DIRECTOR OF INNOVATION PARK

As Penn State commits itself anew to fostering entrepreneurship and innovation through its Commonwealth-wide Invent Penn State initiative, we will from time to time “Journey Back” with our readers to highlight and celebrate entrepreneurial successes that have sustained Penn State’s reputation as a leading research university throughout its history.

In this issue, we also turn our attention to Penn State’s ground-breaking Invent Penn State Venture & IP Conference, where entrepreneurs and investors will gather to ignite the sparks of innovation that will deliver tomorrow’s Penn State technologies to the marketplace.

Penn State is an esteemed participant in the United States research community, and is unique in its breadth and depth of scientific inquiry—from agriculture to astronomy, materials to mining, engineering to architecture, and medicine to space travel—Penn State’s history is rich with inventions that have contributed to making life better.

The 1980 passage of the Bayh-Dole Act allowed universities to assume ownership of inventions created with the support of federal grants, provided that the university used its best efforts to commercialize its inventions to benefit society. For the first decade of this new frontier, Penn State entered into a partnership with a contractor, Research Corporation, to manage its newly developing portfolio of intellectual property.

Penn State’s history is rich with inventions that have contributed to making life better.

Inventions such as Spawn Mate, which enhanced mushroom production, and Nitro-Dur, the first transdermal patch (for nitroglycerin), were made by Penn State faculty members during this time.



Park Director Dan Leri (center) surveys the grounds of the park with Robert Barron (left) of GLP Development Company and Mark Saville (right) of Sweetland Engineering & Associates, Inc.

In 1992, the university formed its own Intellectual Property Office (IPO) and hired Tom Monahan (a Ph.D. botanist and licensed patent attorney) to serve as founding director. Tom’s office was replete with tropical plants and “random neural firings,” his trademark phrase for zany new ideas. Many good ideas came through the IPO, which soon was collaborating with the Penn State Research Foundation to develop a plan for leveraging Penn State’s burgeoning intellectual-property estate.

Today’s IP is managed by the Office of Technology Management, renamed to reflect the unit’s broad responsibility for ensuring transformation of scientific inquiry into useful technologies. The operation is directed by Associate VP for Research Ron Huss, who is a biochemist hailing from Wisconsin. Although his Midwestern demeanor provides a calmer atmosphere than his former boss and predecessor, Ron’s tenure has seen tremendous growth in the scale and complexity of the university technology-transfer business.

Look inside this issue of *Journeys* for an interview with Ron, who shares his thoughts on the journey Penn State’s tech transfer unit has traveled during his tenure.

Our “Journey Back” section features Salimetrics, one of Penn State’s success stories that still maintains operations in the park. It’s hard to believe this company is almost 20 years old.

I remember meeting with founders Eve Schwartz and Doug Granger, trying to help them figure out how to move a university lab into a commercial building for a start-up that wanted to both be a company and a research lab. Let’s just say it was a complicated process, but I’m filled with gratitude that this home-grown company has thrived and today contributes to both research and clinical applications for salivary research. Read more in this issue.

I hope you enjoy your *Journeys*!

ANACOR PHARMACEUTICALS ACQUIRED BY PFIZER FOR \$5.2 BILLION

Anacor Pharmaceuticals (ANAC), a biopharmaceutical company now based in Palo Alto, California, was acquired by Pfizer on June 23 for \$5.2 billion. Shares were valued at \$99.25 at the time of sale.

The company, founded in 2002, was created around boron chemistry technology developed by Dr. Stephen J. Benkovic of Penn State University and co-founder Dr. Lucy Shapiro of Stanford University. In July 2014, the U.S. Food and Drug Administration approved Anacor’s KERYDIN® (tavaborole) topical solution, an oxaborole antifungal, for the topical treatment of onychomycosis of the toenails.



The photo above shows President Obama awarding Benkovic the National Medal of Science in 2010.

HISTORICAL FOCUS ON PSU TECH TRANSFER AND SUPPORT FOR ENTREPRENEURSHIP

AN INTERVIEW WITH RON HUSS, ASSOCIATE VICE PRESIDENT
FOR RESEARCH AND TECHNOLOGY TRANSFER

This December marks Ron Huss's 20th anniversary working in the Office of Technology Management. Huss has been managing the office since 2000, and in 2008, he was promoted to Associate Vice President for Research and Technology Transfer. In this role, he provides leadership of Penn State's vast intellectual-property assets, which comprises thousands of patents, patent applications, copyrights, and other IP.

Huss earned his bachelor of arts degree in biochemistry from the University of Wisconsin and a Ph.D. from the University of Illinois, Champaign-Urbana. Before his tenure at Penn State, Huss worked in grant management, and even worked on beer fermentation from a biochemistry standpoint.

Since Huss began working with university technology management, there has been a big shift in the perspective on entrepreneurship. We caught up with Ron to get his thoughts on Invent Penn State and its effect on entrepreneurship in our community.

Journeys: How has Penn State approached entrepreneurship during your tenure?

RH: The perspective on entrepreneurship has changed dramatically over the years to the point where it's now front and center, and the president of the university talks about it. But not so long ago, that was not the case. Penn Staters were not really encouraged to be "distracted" in that fashion. When I started, there were seven Penn State-licensed start-up companies (in 1997). And now, there are 111 when you count them all over the years.

J: How did this process evolve?

RH: In 2003, the university published the RAG14 Research Administration Guideline, which provided guidelines for starting a company. At that time, even concepts like writing a business plan were foreign to Penn State researchers. This document was one of the very few available like it to provide entrepreneurial guidance. So it was a start.

If you contrast this today with the wealth of resources for start-ups—like Ben Franklin and its TechCelerator program, Happy Valley LaunchBox, and the Fund for Innovation—it's easy to see how much more support inventors and researchers have today to bring their ideas to market. All of the incubation space that is now available to start-up companies—like the second floor of the Technology Center at Innovation Park and Happy Valley LaunchBox downtown—is another great example of this shift in support for start-ups.

J: Tell us about what's happening with Invent Penn State.

RH: The upcoming Invent Penn State Venture & IP Conference is a prime example of how we're prioritizing entrepreneurship and intellectual property at the university and beyond—connecting entrepreneurs with investors and mentors and highlighting the great work that occurs every day at Penn State.

With Invent Penn State and clear support from the current administration, we hope to bring more attention to some of the companies and technologies who've been in the headlines for their successes. We want to make sure that the well-kept secrets of our researchers' successes become the well-known success stories that they deserve to be—by helping researchers make their ideas more saleable, by highlighting both their research successes and business successes, and by connecting researchers with the resources and networks they need to succeed.

Focusing on the success of companies with Penn State roots, like TRS Technologies, KCF Technologies, and Anacor, who utilized the available entrepreneurship resources to get to where they are today, will also help spread the word about our support for entrepreneurs and inventors.

This shift is important and exciting because support at the earliest stages of research and commercialization is crucial so that young scientists and inventors don't get discouraged.

J: How do faculty members navigate the balance between research and commercialization?

RH: Faculty researchers are primarily focused on research and approach new technologies from that point of view. They self-select to be academics and/or researchers. They're a group of people very interested in science, and usually not as much in business. They're excellent at writing proposals, and that's why they're successful—they bring in money to support their projects and excel at attracting students, managing projects, and publishing results.

That's a unique skill set, but to ask these researchers to have a separate skill set where they need to excel at managing a company and have all of the skills needed for that—that's asking a lot. Some faculty have both sets of skills already, but we generally encourage faculty to focus on the technical side of things even as they move toward commercialization. We often encourage the researchers/inventors to become the Chief Technology Officer (CTO) or Chief Science Officer (CSO) of the company they helped found, and we help them find a career-entrepreneur to run the company as CEO.

J: So there is a career development aspect to Invent Penn State?

RH: What we see in our office with researchers—and it's especially true for graduate students pursuing advanced degrees in science or engineering—is that after spending four to six years doing research, many of them realize that research is not what they want to do for the rest of their lives. Some of them do of course pursue careers in research. However, a sizable subset are looking for other ways to use their technical background. They could become a patent attorney, work in tech transfer, work at the U.S. Patent and Trademark Office, or become an entrepreneur. Many want to use their technical backgrounds in a non-research based career.

So, that's what many of the support mechanisms that are in place here—TechCelerator, LaunchBox, etc.—are intended to do. If researchers and inventors have entrepreneurial aspirations, they can go through one of these workshops to see if being an entrepreneur is really something they're interested in.

And, excitingly, our increased focus on technology transfer and IP continues. An important gap in our commercialization process has been start-up funding and management resources. In September, a new investment group, 1855 Capital, will launch a seed fund focused on Penn State affinity start-ups. While a separate entity from Penn State, the group will work closely with the university to identify opportunities.



Ron Huss

SALIMETRICS A PENN STATE INNOVATION PARK SUCCESS STORY

Salimetrics, a global leader in salivary bioscience, has been successfully combining academic research and product development for nearly twenty years. The company was co-founded by Penn State researchers Doug Granger and Eve Schwartz, and began in a tiny basement lab at Penn State—the Behavioral Endocrinology Lab (BEL).

Researchers at the BEL study the relationship between biomarkers (e.g., the hormones cortisol and testosterone) and behavioral patterns such as aggressiveness. Measurement of these biomarkers was historically made using blood serum, which has obvious drawbacks. The creative genius behind the work, eventually transferred to Salimetrics for commercial applications, was to substitute the use of blood-serum assays with salivary assays.

In the late 1990s, as Penn State worked on plans to modernize the BEL facilities, the Salimetrics founders approached Ben Franklin Technology Partners and Penn State's Research Commercialization Office (headed by the park's own Dan Leri) about how to combine the BEL work with their newly formed start-up company. Many researchers around the world were sending samples to the BEL for specialized saliva testing, and the lab needed greater resources to serve the research community and to expand the scientific foundation of saliva assays.

The result was a hybrid facility in Innovation Park that served as both an academic lab and Salimetrics' headquarters.

Granger notes, "What I always thought was important for Penn Staters to know is that since founding the company in 1998, millions and millions of saliva samples have been collected and tested using Salimetrics products. In the process, access to these tools enabled a network of scientists around the world to create enough scientific critical mass to launch an entire scientific field called salivary bioscience. The foundational work to get this rolling was all done in that tiny little lab in the basement of EHHD."



Doug Granger

Understanding the Work

The key principle underlying Salimetrics' business is to develop methods to allow researchers to substitute saliva for blood samples to reduce patient (or research subject) discomfort, improve repeatability, reduce risk to the practitioner from needle sticks, and reduce the cost of sample collection. Along its journey, the company has pioneered the collection methods, science, and assay technologies that support the field of salivary bioscience.

Co-founder Eve Schwartz explained the genesis of her interest in Salimetrics as follows:

"Early in my career, I worked as a medical technologist at Robert Packer Hospital. Blood collection from infants and the elderly often resulted in no sample and very bruised collection sites. Saliva is the best substance to obtain for repeat collections with minimal discomfort. We developed a salivary cortisol enzyme immunoassay and it worked so well, we decided to market it. We licensed it from Penn State and started Salimetrics."

The company's manufacturing operations are headquartered in Innovation Park, where 20

employees produce and distribute salivary immunoassay kits worldwide. Today, Salimetrics is the umbrella organization, and its activities focus on the design, manufacture, and distribution of immunoassay kits and operation of an analytical lab.

Salimetrics' product line of immunoassay kits has expanded over the years, from just cortisol to more than 20 kits currently. These kits are used extensively in research with some applications in diagnostics. The company estimates that about 70% of all research using salivary biomarkers is conducted using Salimetrics products.

"Among the core goals of my research is to use the minimally invasive measurement tools we have developed to make a difference in the lives of children, youth, and families," said Granger. "The field of salivary bioscience is emerging, and our ability to harness the new knowledge has the potential to make a major difference in people's lives."



Eve Schwartz

What the Future Holds

Schwartz, who has since moved on from the company, noted in a previous interview: "The opportunities to develop assays for saliva are numerous. I would like to see drug levels monitored in saliva. Right now a few doses of drugs are available, but people have very different drug metabolisms. I think we are moving toward more customized medicine. I think we can do better in regard to over-medicating people. Many people may be able to get by with smaller doses, resulting in longer life due to less toxicity and less liver damage."

As an example of diagnostic applications, the company is launching a program (in Europe now, and soon in the U.S.) with a strategic partner that uses salivary estradiol and progesterone assays as a substitute for blood tests for these hormones in the context of in-vitro fertilization.

So let's recap: A company born in a basement lab takes in millions of research samples from around the world to help scientists conduct their studies, develops methods and products to allow other researchers to expand their work, and then sets its sights on developing products that doctors and nurses can use to improve healthcare outcomes. Salimetrics exemplifies the collaboration, persistence, and innovation required to combine scientific expertise with entrepreneurial success.



MORGAN ADVANCED MATERIALS PARTNERS WITH PENN STATE TO ESTABLISH R&D FACILITY

On June 12, 2016, at the Penn Stater Conference Center Hotel during CARBON 2016—the World Conference on Carbon, Morgan Advanced Materials, a U.K.-based global leader in engineered carbon and ceramic materials, announced a precedent-setting industrial partnership with Penn State to establish a local research and development center in Innovation Park at Penn State. The Carbon Science Center of Excellence (COE) aims to drive global developments in the field of carbon research around Morgan's core competencies, materials and application engineering. This will be Morgan's third center of excellence, its first in North America, with the company's other COEs located in the UK.

Mike Murray, Chief Technical Officer at Morgan Advanced Materials, said State College is the ideal location for the new facility due to its proximity to Penn State's wealth of academic researchers, as well as its cutting-edge facilities. Penn State's Materials Research Institute includes both a materials characterization lab and nanofabrication lab. State College also has proximity to a number of Morgan's manufacturing sites in Pennsylvania, with locations in Latrobe, St. Mary's, Coudersport, Wilkes Barre, East Stroudsburg and Allentown.

"For us," Murray explained, "the decision to work with Penn State was a natural one. As a world leader in carbon-related research, Penn State has an unrivaled reputation for innovation in this field, which we believe will add real value for our customers. We hope the partnership will help accelerate our development of new products and capabilities, enabling us to continue to meet the future needs of our customers more quickly, efficiently and comprehensively."

Over the course of three years, Morgan is expected to make a multi-million dollar investment aimed at creating a world-class research facility. Once operational, the center is expected to create a range of highly skilled research jobs over the next few years.

Neil Sharkey, Vice President of Research at Penn State, explained: "The collaboration is a win-win situation for all involved. Our commitment to developing new methodologies and making further scientific discoveries in carbon science is closely aligned with Morgan's company vision, mission and commitment to the markets it serves. Morgan's expertise and commercial insights will provide our researchers with a solid foundation to deliver workable, commercially viable solutions that distinguish both Penn State and Morgan in a fiercely competitive marketplace, while contributing to job creation and economic development in State College and in the Commonwealth."

Mike Murray added: "Support from Penn State University, the Pennsylvania Governor's Action Team, and the Chamber of Business & Industry of Centre County has been vital in making this center a reality. By working collaboratively, we envisage our discoveries will drive the industry forward, pushing the boundaries of technological innovation in the years to come."

The agreement is the first global industrial partnership formed through Invent Penn State, the University's initiative to spur economic development, job creation, and student career success, started by Penn State President Eric Barron last year.

"Collaboration plays a vital role in supporting the critical linkage between leading universities and industry, stated Pennsylvania Department of Community and Economic Development Secretary Dennis Davin. "The expertise at Penn State University is a natural connection to support the cutting-edge innovation that will be cultivated through the Carbon Science Center of Excellence established by Morgan Advanced Materials."

A further boon to economic development in the region is that the partnership with Morgan Advanced Materials will spur development at Innovation Park with construction of a projected 30,000 square-foot mixed-use facility to house the Center of Excellence, slated to open in late 2017.

"The CBICC/Centre County Economic Development Partnership and its economic development investors are excited by Morgan Advanced Materials' decision to locate in Centre County," said Vern Squier, President and CEO of the Chamber of Business and Industry of Centre County. "The Carbon Science Center of Excellence announcement highlights the benefits of the collective community partnership with Penn State to advance economic development through job and wealth creation that was envisioned in the memorandum of agreement signed locally between Penn State and the CBICC last year. The Center of Excellence is a great opportunity, one that can serve as a building block for future business investment opportunities in the region."



Neil Sharkey with Morgan Advanced Materials CTO Mike Murray



PENN STATE SBDC HOSTS SMART GIRLS CAMP WITH BUSINESS START-UP SEMINAR

The Penn State Small Business Development Center (SBDC) presented The First Steps of Starting a Business to 40 budding entrepreneurs at the Science and Math Applications in Real-world Technologies (SMART) Girls Camp, June 20–24, at the Pennsylvania College of Technology in Williamsport.

The camp provided girls in grades 9–12 the opportunity to experience science, technology, engineering, and mathematics (STEM) as a foundation for their future careers. Jennifer Riden, business consultant for the Penn State SBDC, helped show the girls how to write their own business plans as part of the "opening act" for the camp.

Students got to experiment with 3D printers, laser and vinyl cutters, and digital fabrication in the Carnegie Science Center Mobile Fab Lab.

Alice Justice, SMART Girls camp organizer and counselor for Central Columbia School District, said the theme of the camp was created to inspire girls to go after STEM careers.

"I really believe this camp allows girls to explore how their passions can manifest themselves in the world of STEM," Justice said. "We hope that their experience will teach them to embrace who they are and recognize that they should never let any preconceived notions keep them from considering any and all possibilities."

PENN STATE BLANKETING THE COMMONWEALTH WITH ENTREPRENEURIAL POSSIBILITIES

By Curtis Chan

June 20, 2016 | *via news.psu.edu*

With Penn State's recent announcement of the next six communities to receive seed-grant funding through its Invent Penn State initiative, the University's economic development effort has grown to include 13 hubs for innovation spread across Pennsylvania.

Penn State Altoona, Berks, Great Valley, Schuylkill, Shenango and York were announced as the second wave of grant recipients during a special event at the Capitol in Harrisburg June 20.

Envisioned as a way to leverage the University's size and broad research strengths to help drive job creation, economic development and student career success, Invent Penn State debuted with an introduction by President Eric J. Barron in January 2015.

"Our aim is to accelerate the transfer of new ideas into useful products and processes that encompass a broad range including: energy, food security, environmental protection, health care, manufacturing, educational technologies, medical devices and pharmaceuticals," Barron wrote in his initial announcement.

As part of Barron's announcement, the University committed \$30 million to invest in economic development and student career success.

The genesis of Invent Penn State came from a tour of the Commonwealth that Barron undertook before becoming the University's 18th president.

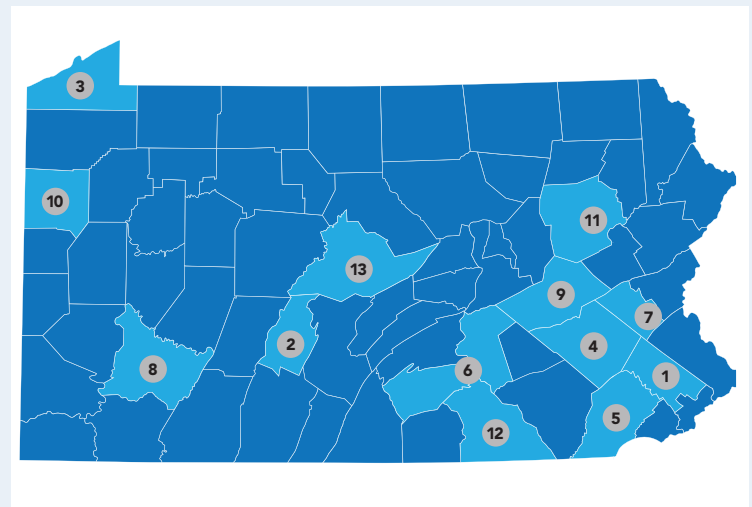
"Playing a larger role in economic development was something he heard consistently from the Commonwealth Campuses," said James Delattre, assistant vice president for research and industrial partnerships. "Many of these campuses are deeply interfaced with their local industries, and play a crucial role in local economic development."

A major component of the effort resides in taking advantage of Penn State's numerous locations throughout the Commonwealth as engines of local and regional growth. Penn State has 24 campuses across Pennsylvania. An inaugural group of six Penn State Commonwealth Campuses—Abington, Berks, Harrisburg, Lehigh Valley, New Kensington and Wilkes-Barre—each received \$50,000 seed funding in 2015 aimed at enhancing local partnerships and entrepreneurial environments. Happy Valley LaunchBox, a no-cost business accelerator program with co-working space in State College, was announced as part of Invent Penn State in fall 2015.

"We plan to create flexible and vibrant physical spaces in key locations across the Commonwealth to host entrepreneurial boot camps that will allow individuals and groups to incubate their ideas and develop viable businesses," Barron said.

Invent Penn State isn't restricted to just the University's students and faculty. Campuses involved in the effort also serve as hubs for their surrounding communities, giving residents a resource to launch their business ideas.

The translation of the research and teaching into the communities is the next phase of Invent Penn State, according to Delattre.



Rather than a one-size-fits-all approach in developing entrepreneurship sites at the campuses, Invent Penn State actively encourages each location to tailor its efforts to the needs and resources of its campus and its local community.

"Each of these is very different. Each campus is different, each center is different," said Rick Brazier, interim associate dean for faculty and research. "They're in different stages and have different ideas and unique opportunities."

Delattre added, "And that reflects the diversity of their entrepreneurial communities—community needs, faculty fields of expertise and what resources they have available."

For example, Penn State Abington partnered with the Abington Arts Center to create a co-working space combined with an innovation hub for Montgomery County. Dubbed the Abington LaunchBox, it serves as an idea lab, tech springboard and meet-up space for entrepreneurs from the campus and region.

Designed to intentionally blur the lines between analog and digital, art and science and traditional and experimental, the Abington LaunchBox features computers, laser and vinyl cutters and 3-D printers alongside sewing machines, saws and hardware tools.

Meanwhile, the vision at Penn State Harrisburg aims to bring to bear the diversity of professional expertise available in the Capital Region. This not only includes the Penn State Harrisburg faculty, but experts at Penn State's Dickinson School of Law in Carlisle and the College of Medicine in Hershey.

"We're an opportunity to cross boundaries," said Kevin Harter, director of Penn State Harrisburg's Center for Innovation and Entrepreneurship. "There's a lot of connectivity between those groups already, between business, law and medicine."

Partnering with local communities and businesses also is a major feature of the new centers. In addition to seed funding provided by the University, campuses are working with communities to secure additional grants and funding to help spur entrepreneurship and innovation.

[Read the full story at news.psu.edu.](http://news.psu.edu)

TEHCCELERATOR HELPS COMPANIES FIND THEIR SWEET SPOT

Tucked away in a quiet corner of the Technology Center at Innovation Park, you'll find the offices of Don McCandless and Jim Pietropaolo. Experts in technology start-ups, they serve as Directors of Business Development for Ben Franklin Technology Partners, an economic development program with 30+ years of experience helping technology companies grow.

McCandless and Pietropaolo are resources for start-ups that participate in the TechCelerator program (mentoring sessions to help launch technology-based start-ups) and for individuals who have intellectual property and are looking for business advice.

They urge all researchers with an idea and intellectual property to utilize their services.

What They Offer

The team teaches people what it takes to start a business and help the science-minded think in entrepreneurial terms.

"Founders have a tendency to underestimate the importance of commercialization," Pietropaolo said. "Sometimes they think the development of the technology is the tough part and the commercialization should be easy. The reality is both parts have challenges and have to be taken seriously. Even a great technology can fail with a weak commercialization effort."

In addition to McCandless and Pietropaolo, Ben Franklin offers experts in human resources, accounting and finance, and market research methods to ensure companies have the resources to succeed.

Who They're Looking for

The ideal candidate for the TechCelerator session is a group or individual who has an idea, prototype, or proof of concept in the technology field.

"We're looking for people who can launch a business within 12 to 18 months," McCandless said. "We want to invest time in people who have an idea we can develop."

He lists commitment, time, money, and passion as critical for candidates for the program.

Their Credentials

McCandless has spent years working in small businesses or start-ups. Prior to joining Ben Franklin, he served as CEO of local chromatography pioneer Restek. Much like other entrepreneurs, he learned some valuable lessons the hard way.

Earlier in his career, McCandless joined a friend's software company in its infancy. However, with few resources available and limited entrepreneurial knowledge, they couldn't grow the business.

"It failed miserably because we had no money—and there weren't any resources available like there are today to actually help us," McCandless said.

Pietropaolo worked for health industry giants like Johnson & Johnson and GE Healthcare for 25 years and various start-ups for the past 10 years where he helped develop multiple medical devices.

"I launched at least 40 medical devices in my career before coming to Ben Franklin, with some becoming gold-standard technologies in the marketplace," Pietropaolo said. "That included bone densitometry and bringing the first color-flow ultrasound and intraoperative ultrasound products in the world to the United States. Those were great learning, market development, and product launch experiences."

Pietropaolo also helped grow those companies until they were acquired.

Taking the First Steps

McCandless and Pietropaolo require their clients to take part in what they call customer discovery, an essential first step for a company to find their sweet spot (the "spot where passion, purpose, and potential merge with the needs of a target audience," according to theologian Frederick Buechner).



Ben Franklin's Don McCandless presenting Spring 2016 cohort winner Joel Edelstein with prize money

"A lot of founders are insular," Pietropaolo said. "They make assumptions about how their technology will be used by potential customers, and often those assumptions are inaccurate."

Founders are challenged to gather consumer feedback that will either validate their business plan or force them to rethink their strategy.

"I like seeing that 'Aha!' moment," McCandless said. "It's the validation of helping someone and seeing how it shifts their paradigm."

Keeping Their Doors Open

Though companies move on from the TechCelerator, their relationships with McCandless and Pietropaolo don't cease to exist—they simply evolve.

Many companies still seek their guidance in areas such as HR and accounting. Others are more independent, but the TechCelerator team keeps lines of communication open.

"During our sessions, we're pretty busy, but on the off-cycle, we reach out and see how graduates of past sessions are doing," McCandless said.

Ultimately, they want to see companies flourish, but McCandless and Pietropaolo know success doesn't always happen overnight.

"Success is really spotty," McCandless said. "Sometimes it's timing. You may have a brilliant idea and a great solution, but can you get it to market and get enough people to understand it? Have you priced it right? Can you build it? There are all kinds of things that have to go right for something to be successful."

PREPARING COMPANIES FOR THE VENTURE & IP CONFERENCE

McCandless and Pietropaolo are preparing numerous clients for the Venture & IP Conference on October 6 & 7, giving them guidance on standard talking points, such as: 1) the problem they're solving, 2) why their solution is the best option, 3) how their solution differs from their competition, and 4) their plan to make a profit.

Both are excited about the opportunity the conference presents to local start-ups.

"This will be a good opportunity for our clients to get in front of a sophisticated audience and practice their story," McCandless said. "Hopefully some of them will get the chance to have further conversations and maybe even an investment."

venture Connection

The main event during the conference is Venture Connection, during which groups of entrepreneurs will visit tables hosted by investors in a speed-dating format. Each group will be provided with a list of investors they are most compatible with, based on capital needs, industry, and other important criteria. Each investor will have the opportunity to meet with 36 thoroughly screened entrepreneurs who are seeking capital.

STARTUP SHOWDOWN

A select few of the promising entrepreneurs participating in Venture Connection will participate in the Startup Showdown, a company pitch competition. These startups will present their company to a group of investors, and winners will receive cash prizes.

**Participants must fill out an Entrepreneur Application at pennstateVIP.com.*



Venture & IP Conference

October 6 & 7, 2016

The Penn Stater Conference Center Hotel
State College, PA

Agenda

**Tentative Agenda - Subject to Change*

Thursday, October 6

8:30 – 10:30 a.m.

Tour Millenium Science Complex and LaunchBox

11:00 a.m. – 7:30 p.m.

Registration & Exhibits Open
Doors open at 10:45 a.m.

11:30 a.m. – 12:30 p.m.

Opening Luncheon



Featuring Speaker:

Inc.U Student Startup Pitch

12:45 – 3:00 p.m.

Venture Connection
Round #1

12:45 – 1:45 p.m.

Session 1: Penn State Energy Institute/Energy Innovation Panel

Moderator:

Dane Boysen, Ph.D. - Cyclotron Road

Panelists:

Dr. Grace Bochenek - National Energy Technology Laboratory

David Henshall - Advanced Research Projects Agency – Energy

Dr. Tom Richard - PSU Department of Agricultural and Biological Engineering

Dr. Chunshan Song - PSU Energy Institute

Dr. James Strohm - H Quest Vanguard

1:45 – 2:00 p.m.

Break

2:00 – 2:45 p.m.

Session 2: Penn State Materials Research Institute/Advanced Materials Innovation Panel

Moderator:

James Singer - Fox Rothschild

Panelists:

Dr. Mark Johnson - Office of Energy Efficiency and Renewable Energy

Dr. Zi-Kui Liu - PSU Materials Science & Engineering

John Speer - Alcoa Ventures

Dr. Felix Wu - Department of Energy Vehicle Technologies Office

A new investment showcase
moving brilliant ideas
from imaginations to markets

pennstateVIP.com

3:00 – 5:30 p.m.

Penn State Tech Tournament

5:30 – 7:30 p.m.

Cocktail Reception

7:00 – 11:00 p.m.

*Courtesy Shuttles to and from
Penn Stater to Downtown
State College*

Friday, October 7

7:00 a.m. – 2:45 p.m.

Registration & Exhibits Open

7:30 – 9:00 a.m.

Breakfast

Featuring Keynote Speaker:



9:00 – 11:00 a.m.

Venture Connection

Round #2

9:00 – 9:45 a.m.

*Session 3: VC 101 with Louis
Berneman & Matt Cohen*

10:00 – 10:45 p.m.

*Session 4: The ABC's of Raising
Capital Panel*

Moderator:

Chris Hastings - Signal Hill

Panelists:

Allan Cohen - Bessor Pharma, LLC

Matthew Mohn - Reed Smith LLP

11:00 am – 12:30 p.m.

Startup Showdown

11:00 – 11:45 a.m.

*Session 5: Med Tech Venture
Capital - An Inside Look with
John Runnells & Bob Capretto*

11:45 a.m. – 12:30 p.m.

*Session 6: Keys to Becoming
a Successful Networker and
Entrepreneur with Wayne
Kimmel*

12:30 – 2:30 p.m.

Lunch & Awards Ceremony

Featuring Keynote Speaker:



PennState
tech | **TOURNAMENT**

This tournament will feature the best of Penn State's own early-stage innovators. Stop by for a chance to learn about the most promising innovations and intellectual property coming from research completed by Penn State faculty and students.

INC. U Student
Startup **Pitch** 

Hear from Penn State's brightest student entrepreneurs about their startups.



INVENT PENN STATE VENTURE & IP CONFERENCE: THE SIGNIFICANCE AND IMPACT

NEW INVESTMENT SHOWCASE WILL MOVE
BRILLIANT IDEAS FROM IMAGINATIONS TO MARKETS

Invent Penn State is pleased to usher in an exciting new event—the first ever Invent Penn State Venture & IP Conference. The goal of the event is to bring together promising technology companies from across the country with investors seeking ground-floor investment opportunities. This is an exclusive forum for industry, investors, and start-ups to see disruptive innovations from Penn State’s faculty and student entrepreneurs as well as alumni start-ups. This inaugural event will showcase groundbreaking innovations, intellectual property, start-ups, and technology companies from sectors including life sciences, agriculture, energy, materials, advanced manufacturing, educational technology, and communications.

The VIP Conference is open to parties outside the Penn State community; it is designed for anyone with an interest in innovation, investments, and economic development. Penn State and its uniquely-situated Innovation Park is quickly becoming a recognized hub for entrepreneurship and IP, and a go-to spot for investment, licensing, and collaboration.

“As one of the top 50 research universities in the world, Penn State is committed to creating a better ecosystem for entrepreneurs, economic development, and job creation in Pennsylvania and beyond,” said Penn State University President Eric Barron. “The Penn State Venture & IP Conference will be a catalyst for these efforts by introducing investors seeking break-out ideas to the innovators behind them. We are also eager to showcase our promising student start-ups, as well as intellectual property and technology transfer opportunities available through Penn State. Please join us on our scenic campus for a celebration and acceleration of disruptive innovations that can transform industries and our economies.”

The inaugural Venture & IP Conference is further evidence of the commitment of the Penn State system and the Centre region to fostering an environment of entrepreneurship. The conference is a complement to, and extension of, the other programs that the university and region have in

place to support start-ups and Penn State intellectual property: the Ben Franklin TechCelerator, Happy Valley LaunchBox, the Centre Region Entrepreneur Network (CREN), Lion Launch Pad, Chamber of Business & Industry of Centre County (CBICC), The Penn State Small Business Development Center (SBDC), and Innoblue, to name a handful. The conference will shine a spotlight on the groundbreaking research coming out of the university and the region that often goes unheralded by our humble researchers. It’s also a chance to attract investors to the exciting research, low costs, and beautiful vistas in Happy Valley.

Some of the conference highlights:

- **Venture Connection:** Investors will be matched with groups of entrepreneurs for investment and mentorship opportunities.
- **Startup Showdown:** Select companies will pitch their companies to a Shark-Tank like panel for the chance to win cash prizes.
- **Penn State Tech Tournament:** The best & brightest of Penn State’s early-stage innovators will compete for a cash prize.
- **Penn State Innovation Guide & Video Showcase:** A print guide and videos will showcase Penn State intellectual property.
- **Inc.U Student Startup Showcase:** Penn State’s brightest student entrepreneurs will give one-minute pitches about their start-ups.
- **Penn State Industry Partnership Meetings:** Select industry partners will hold one-on-one meetings with Penn State researchers.

Learn more about these events on pages 8 and 9. Hundreds of entrepreneurs, investors, venture capitalists, technology scouts, executives, alumni, media, and others are expected to convene for this exciting conference held during Homecoming week. For more information about the Invent Penn State Venture & IP Conference, and to register, visit: pennstatevip.com.

Invent Penn State is a Commonwealth-wide initiative to spur economic development, job creation and student career success. Invent Penn State blends entrepreneurship-focused academic programs, business startup training and incubation, funding for commercialization, and university-community collaborations to facilitate the challenging process of turning research discoveries into valuable products and services that can benefit Pennsylvanians and humankind. Get involved at invent.psu.edu.



VENTURE CONNECTION: COMPANIES ACCEPTED SO FAR

101

AbDisc LLC

abiliLife

Admetsys

Actuated Medical

Airnest

Anderal Technologies

Astrobotic Technology, Inc.

Atoptix, LLC

CampusESP

CEAgent

ChromaTan

ConidioTec

Crimewatch

Crowdplsr

Data Inventions

EduPlanet21

eThree

GiveGab

Halare Inc.

HRsoft

Hustle Fitness Inc.

Impulse Technology LLC

Indigo Biosciences, Inc.

VENTURE CONNECTION: PARTICIPANT SPOTLIGHTS

Actuated Medical Creates Products to Improve Patient Outcomes

Actuated Medical is a company that develops patented medical devices and is led by President and CEO Maureen L. Mulvihill, Ph.D. The idea for Mulvihill's business came in 2006, when she was talking to a doctor who said, "I have a clinical need. I have 6 hours to get to a blood clot or my patient will have irreparable brain damage. I need a solution." Mulvihill saw a market



Innovative motion + Positive outcomes

The company's three primary products are **Occlusion Clearing Systems**: Tools that use mechanical motion to restore patency of tubes in the patient such as their TubeClear® system for clearing clogged nasoenteral, nasogastric, gastrostomy, and jejunostomy feeding and decompression tubes; **Controlled Tissue Penetration Systems**: Tools that use low-force, electronically controlled motion to enable smooth insertion of sharps such as their GentleSharp™ system for serial blood sampling procedures; and **MRI Compatible Systems**: Tools that allow operation of equipment in or near an MRI (magnetic resonance imaging) system such as their line of Direct Drive Piezoelectric Ultrasonic Motors.

The company's first TubeClear® system patient was a 27-year-old soldier at Walter Reed National Military Medical Center who was injured fighting for his country.

In 2015, Mulvihill became a Goldman Sachs 10,000 small business alumna and received the Entrepreneur of the Year award from the CBICC.

need for an agile small business that had actuation (electronically controlled motion) expertise. Actuated Medical, Inc. (AMI) was born with a mission to integrate motion into medical devices to improve patient outcomes and reduce healthcare costs.



Maureen L. Mulvihill, Ph.D.

Neutun Labs Develops Wearable App to Track Epilepsy

According to the Center for Disease Control and Prevention, more than 2.9 million adults and children in the United States suffer from active epilepsy.

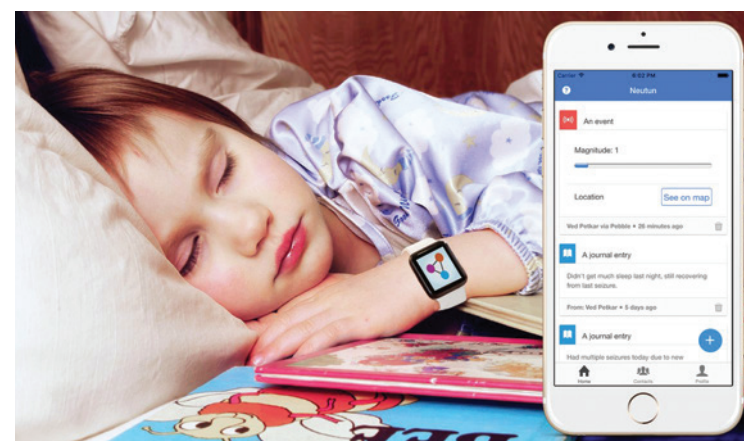
Taking your medications, getting plenty of rest, and keeping your stress low are all ways to help manage epilepsy. But until now, there hasn't been a centralized way of tracking all of these factors.



Now, Eric and Alex Dolan have created an app that will revolutionize the way these individuals track and manage their seizures. Neutun provides safe and stigma free seizure tracking from your smartphone and smartwatch.

It all started as a way to help track their own mother's seizures and other relevant episodes.

People who suffer from epilepsy—especially those who live alone—often wake up without any recollection of how many seizures they had. With this new app, called Neutun, patients—as well as loved ones and doctors—can track their seizures, and hopefully develop a better understanding of their condition.



The wearable application tracks seizures as journal entries (including the duration), alerts people when a loved one is having a seizure, reminds individuals to take medications, and advises whether or not the patient has been getting enough sleep and exercise.

InfoGPS Networks, Inc.

iraLogix, LLC

iRx Reminder, LLC

Keystone Nano, Inc.

Laurel BioComposite, LLC

Lia Diagnostics, Inc.

Live It

LoanStar Technologies, Inc.

LumiShield Technologies Inc.

MedStack

Neutun

NewExcell Therapeutics Inc.

Nolinio, LLC

OneLogos

Parking Bee

PeopleGrove

PPK Animal Healthcare, Inc.

ProjectMQ

Prompt

RendrFX

Return Logic

Ruvna

Saviance Safety Systems

Scitech Associates, LLC

Simulation Systems, Inc.

STEM Premier

Suitable

Sustainable Composites LLC

Tassl

TEAMology LLC

Trusst Lingerie

University Beyond

Virolock, LLC

Virtual Incubator Network

VIT Initiative

Voxello

Wylei

X Material Processing Co.

VENTURE CONNECTION: PARTICIPANT SPOTLIGHTS

INDIGO Biosciences Reduces the Time and Cost of Drug Discovery

INDIGO Biosciences, Inc., founded in 2005 in State College by Dr. Jack Vanden Heuvel and Dr. Blake Peterson, is a biosciences company focused on nuclear receptors, which make up a major class of therapeutic drug targets. The company has the largest global portfolio of nuclear receptor (NR) assay kits and related screening services.

INDIGO Biosciences' original focus was to provide custom services for the screening of small molecule compounds against functional human and non-human nuclear receptors. Over the years, the company has demonstrated success in providing quality screening services to clients within the pharmaceutical, biotechnology, food, agriculture, and nutritional industries, government research agencies, as well as to academic researchers.

In 2008, the company's mission changed dramatically upon the development of a unique processing method to cryo-preserve its nuclear receptor reporter cells. This proprietary process, called CryoMite™, provides long-term cryo-preservation of cells for shipping and storage, providing users the convenience of readily available robust cell-based reporter assays for on-demand use.

Nuclear receptor assays are crucial for the efficient investigation of the interaction between pharmaceutical compounds and receptors in the nucleus of biological cells. These investigations are driven by drug discovery, drug development, and toxicology research projects. Nuclear receptors are targeted by approximately 40% of current prescription drugs.

By enabling a fail-fast approach in the earliest, pre-clinical phase of drug development, INDIGO's products and services can save a biopharmaceutical company hundreds of millions of dollars and years of time that are often attributable to potential poor on-target performance and unanticipated off-target behaviors.

The company announced the completion of a \$500,000 Series B financing round in June. The Life Sciences Greenhouse of Central Pennsylvania (LSGPA) and AGSM, a private equity investment firm from Pittsburgh, Pennsylvania led this financing round.

This latest financing will be used to accelerate growth through new product development, continued development of a European strategy, and the expansion of domestic sales capabilities. This Series B financing is part of an overall goal to raise \$1.5 million in investments.



Voxello: Giving a Voice to Hospitalized Patients

In the U.S. alone, there are 3.9 million hospitalized patients who can't communicate their needs to nurses. Without proper means of communication, these patients are three times more likely to experience preventable complications, such as adverse reactions to medicine.

Voxello, led by CEO Rives Bird, has created an innovative solution. Bird brings more than 20 years of experience as an executive in multiple medical device companies, and has launched multiple successful entrepreneurial ventures in Iowa.

The noddle™ allows patients to use any voluntary gesture, such as a tongue click or an eye blink, to access the nurse call and communicate their needs through speech generating technology.

It takes zero force to activate the touch sensor, meaning that patients with limited motor capabilities can use it. Because the noddle™ can detect tongue clicks, even patients who can't press a button can access their nurse.

The product has the potential to revolutionize the healthcare industry. It will not only help patients achieve better care, but will save hospitals millions of dollars each year since they'll be able to avoid preventable adverse effects.

Keystone Nano Tests Promising New Cancer Treatments

Keystone Nano, a State College-based biopharmaceutical company, is developing new treatments in the fight against cancer and its new, potentially ground-breaking therapies could be available sooner rather than later.

The company is currently developing three different approaches to cancer therapy with products that address liver cancer, leukemia, and breast cancer.

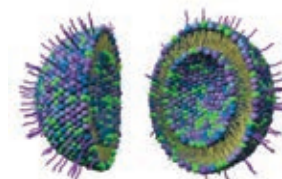
Its lead product, Ceramide NanoLiposome (CNL), is expected to enter the human clinical trial in mid-2016 for liver cancer. Prior trials have shown tumor regression and disease free survival in liver cancer models. Meanwhile, their second product, PINT-Leukemia, is ready for pre-clinical development and can enter the clinic in 18 to 24 months.

The third product platform, siRNA-NanoJackets, is supported by recent grants from National Cancer Institute for oncology and National Institute of Allergy and Infectious Diseases (NIAID) for infectious disease. It is expected to be ready for pre-clinical development in 12 to 18 months. Testing so far has shown a 95% and 97% target protein knockdown in breast cancer models.

VOXELLO



**Keystone
Nano**



PANELISTS

Penn State Energy Institute/ Energy Innovation Panel

Dane Boysen, Ph.D. (Moderator)
Chief Technologist, Cyclotron Road

Dr. Grace Bochenek
Director, National Energy Technology
Laboratory

David Henshall
Deputy Director of Commercialization,
Department of Energy's Advanced
Research Projects Agency –
Energy (ARPA-E)

Dr. Tom Richard
Director, Penn State Institutes of
Energy and the Environment

Dr. Chunshan Song
Director, EMS Energy Institute

Dr. James Strohm
Chief Science Officer, H Quest
Vanguard, Inc.

Penn State Materials Research Institute/Advanced Materials Innovation Panel

James Singer (Moderator)
Partner, Fox Rothschild, LLP

Dr. Mark Johnson
Director, Advanced Manufacturing
Office, Office of Energy Efficiency and
Renewable Energy

Dr. Zi-Kui Liu
Professor of Materials Science
and Engineering, Penn State

John Speer
Investment Manager, Alcoa Ventures

VENTURE & IP CONFERENCE: KEYNOTE SPEAKERS

Dr. Eric Barron | President, Penn State

Dr. Eric J. Barron, former dean at Penn State and former president of Florida State University, began his presidency at Penn State on May 12, 2014. The President has nearly 35 years of leadership experience in academic administration, education, research, and public service.



Dr. Barron returned to Penn State from the helm at Florida State, bringing with him nearly 35 years of leadership experience in academic administration, education, research, and public service, and a track record as a talented manager of fiscal policy within large and complex institutions. Dr. Barron led Florida State to two consecutive U.S. News and World Report rankings as the nation's "most efficiently operated" institution of higher education.

Dr. Barron served as dean of the College of Earth and Mineral Sciences and founding director of the Earth System Science Center during his previous years at Penn State.

Dr. Barron earned a bachelor of science degree in geology at Florida State in 1973 before moving on to the University of Miami, where he earned master's and doctoral degrees in oceanography, in 1976 and 1980, respectively. Dr. Barron spent 20 years of his career at Penn State, serving as dean of the College of Earth and Mineral Sciences from 2002 to 2006, and as founding director of the Earth System Science Center, one of the first major initiatives focused on the total study of Earth as a system, from 1986 to 2002. He also had a simultaneous appointment as director of the Earth and Mineral Sciences Environment Institute from 1998 to 2002. In 1999, he was named Distinguished Professor of Geosciences at Penn State, and during his tenure as director, *Industry Week* magazine ranked him among "50 R&D Stars to Watch."

Over the decades, Dr. Barron has lent his significant expertise in the areas of atmospheric science and the geosciences to many national committees and federal organizations, including contributions as chair of the National Oceanic and Atmospheric Administration's (NOAA) science advisory board and nearly 20 years of service as the chair of multiple National Research Council committees and boards. Throughout his career he has earned numerous accolades and awards, including Penn State's Wilson Award for Excellence in Teaching (1999); the National Aeronautic and Space Administration's (NASA) Distinguished Public Service Medal (2003); and the Bridge Builders Leadership Award from the Martin Luther King Foundation of Florida (2012).

Dr. Barron is a Fellow of the American Geophysical Union, the American Meteorological Society, the Geological Society of America, and the American Association for the Advancement of Science. He has authored more than 125 peer-reviewed papers in geology, oceanography, and climate issues.

In January 2015, he launched the Invent Penn State initiative, which in a short time has opened 13 innovation hubs in Pennsylvania. The initiative has assisted in launching dozens of companies and connecting hundreds of entrepreneurs and industry partners. Dr. Barron is hosting this conference to provide start-ups with needed capital and to showcase Penn State University

intellectual property.

Jon Hirtle | Chairman & CEO, Hirtle Callaghan & Co.

Jon Hirtle, Chairman and CEO of Hirtle Callaghan & Co., chairs the Executive Committee and serves on the Investment Policy Committee.



Jon founded the firm in 1988 with the vision of transforming the investment industry by creating a new kind of institution, one that focused exclusively on serving the providers of capital (investors), but sold no products, one that had zero conflicts, but was an investment manager rather than a consultant, one that led the world in the science of designing and managing complete, long-term investment solutions.

Now in its 28th year, Hirtle Callaghan supervises \$24 billion of family, endowment, foundation, healthcare and pension assets in 46 states.

Jon appears regularly on national broadcast networks including CNBC, Fox Business, and Bloomberg Television. He is highly sought after for his commentary on investing and was dubbed the "Oracle of Outsource" by Pensions & Investments as Hirtle Callaghan is best known for its role in pioneering the outsourced CIO (OCIO) model for families and institutions.

Ray Lane | Partner Emeritus, Kleiner Perkins Caufield & Byers | Former President & COO – Oracle

Ray Lane is a Managing Partner at GreatPoint Ventures, a fund focused on using resources more efficiently (agriculture, water, energy,



etc.), living longer and healthier lives (food, biotechnology, and healthcare), and increasing productivity (robotics, software, etc.). Ray is also a strategic advisor for Kleiner Perkins Caufield and Byers, after serving as a managing partner with the firm for 14 years. Since 2000, Ray has focused on helping entrepreneurs with technological and market insight, organizational development, team building, selling, and managing growth.

Ray also serves on several start-up boards that are associated with GPV or KPCB investments.

Prior to 2000, Ray was president and chief operating officer of Oracle Corp., one of the world's largest software companies. During his eight-year tenure, Oracle grew from \$800 million to more than \$10 billion.

Dr. Felix Wu

Materials Technology Program
Manager - Vehicle Technologies Office
of the Department of Energy

VC 101

Louis Berneman

Founding Partner, Osage University
Partners

Matt Cohen, Ph. D.

Senior Associate, Osage University
Partners

The ABC's of Raising Capital Panel

Chris Hastings (Moderator)

Managing Director, Signal Hill

Allan Cohen

VP Licensing and General Counsel/
Private Consultant and Corporate
Attorney, Bessor Pharma, LLC

Matthew Mohn

Partner, Reed Smith LLP

Med Tech Venture Capital - An Inside Look

Robert Capretto

Principal, Oak Hill Holdings LLC

John Runnells

Partner, The Vertical Group

Keys to Becoming a Successful Networker and Entrepreneur

Wayne Kimmel

Managing Partner, SeventySix Capital

STATE COLLEGE NAMED ONE OF 15 BEST U.S. CITIES FOR ENTREPRENEURS

ENTREPRENEUR MAGAZINE CITES TOWN FOR PROXIMITY AND COLLABORATION WITH PENN STATE

State College has been named one of the “15 Best U.S. Cities for Entrepreneurs to Live and Launch” by *Entrepreneur* magazine, citing the town’s “promising unemployment rate and business growth rate” and proximity to Penn State’s University Park campus.

Penn State recently redoubled its commitment to entrepreneurship when it launched Invent Penn State, President Eric Barron’s initiative to drive job creation, economic development and student career success throughout the Commonwealth, in January 2015.

Entrepreneur partnered with Livability.com, an organization that analyzes small and midsize cities, to consider the best places to launch a business and where entrepreneurs receive outstanding support by the community.

Penn State recently redoubled its commitment to entrepreneurship when it launched Invent Penn State, President Eric Barron’s initiative to drive job creation, economic development and student career success throughout the Commonwealth, in January 2015. The initiative has launched 13 entrepreneurship centers in its first year, including Happy Valley LaunchBox in downtown State College. This new hub for innovation is hosting 20 companies this summer, with free access to space, consultation on legal and intellectual property matters, 10 weeks of business training, and mentorship from community entrepreneurs and Penn State faculty and staff. Any entrepreneur can walk in for assistance Monday through Friday during business hours.

“Supporting and nurturing entrepreneurship is a central tenet of Invent Penn State,” said Vice President for Research Neil A. Sharkey, who is overseeing the creation of the initiative’s programs. “It’s gratifying to see this independent confirmation of the success early in our town-gown collaboration, and it demonstrates the power of that partnership.”

In addition, Penn State students in any discipline can minor in entrepreneurship and receive support from organizations such as InnoBlue and the Farrel Center for Corporate Innovation and Entrepreneurship. Last year Penn State’s Global Entrepreneurship Week, which provides resources for students, was ranked No. 1 in the nation (this year’s event will be held Nov. 13–18). The University also hosts events for student entrepreneurs like Hack PSU and IST Startup Week.

Most recently the Invent Penn State initiative has worked with campus and community to devel-

“Supporting and nurturing entrepreneurship is a central tenet of Invent Penn State.”

—Neil A. Sharkey, Vice President for Research at Penn State

op the Invent Penn State Venture & IP Conference, which will be held October 6–7. The conference will showcase groundbreaking innovations, intellectual property, start-ups, and technology companies from sectors including life sciences, agriculture, energy, materials, advanced manufacturing, educational technology, communications, and more.



These programs join a plethora of community and University organizations and collaborations that support entrepreneurs in the State College community, including New Leaf Initiative, Ben Franklin Technology Partners, the TechCelerator, the Chamber of Business and Industry of Centre County, the Penn State Small Business Development Center, CREN, Innovation Park at Penn State, and several business incubation sites. These organizations work hand-in-hand with the State College Borough Council and managers, township managers and county commissioners to create an ecosystem for entrepreneurship.

State College also is home to a number of start-up companies, among them Minitab, AccuWeather, Restek, Videon, Sound Technology, Salimetrics, and Supelco.



WE INVENTED HAPPY TOP PICKS FOR YOUR VENTURE & IP CONFERENCE WEEKEND

OCTOBER 6 & 7, 2016

It should come as no surprise that Penn State's hometown—world-shaper, innovator, and top city for entrepreneurs—has also found a way to innovate fun. We locals call our area Happy Valley, and it's not for nothing. Happy Valley's been voted among the most active cities, top college town, and all around most livable. Bottom line, you're going to love it here.

You are coming into town on Homecoming weekend. Homecoming weekend here in Blue & White country means that you can take advantage of the very best in events, food specials, and more. Come enjoy the best that Happy Valley has to offer!

Where to Eat

Allen Street Grill
American Ale House
Barrel 21
Café 210 West
Carnegie Inn and Spa
Champs Sports Grill
Corner Room
Cozy Thai
The Deli Restaurant
Faccia Luna
The Field Burger & Tap
The Gardens Restaurant (at the Penn Stater)
Gigi's Restaurant & Wine Lounge
Happy Valley Brewing Company
Herwig's Austrian Bistro
Liberty Craft House
Mad Mex
Olde New York
Otto's Pub & Brewery
Robin Hood Brewing Co./Home Delivery Pizza Pub
Spats Café & Speakeasy Restaurant
The Tavern Restaurant
Zola New World Bistro



What to Do While You're Here

October 6 : Dark Star Orchestra

Dark Star Orchestra continues the Grateful Dead concert experience at 7:00 p.m. at the State Theatre. Their shows, performed to critical acclaim for over 15 years, are built off the Dead's extensive catalog and the talent of these seven fine musicians.

Sure, everyone's heard of our football team, but the Penn State Ice Hockey team rocks in their new stadium. Watch them battle St. Lawrence on October 6 & 7.

October 7: PSU Ice Hockey

Missed the hockey match on the 6th? Check out our Ice Hockey team as they battle St. Lawrence on October 7.

Country trio **Rascal Flatts** will bring down the house at the Bryce Jordan Center at 8:30 p.m.

October 8: PSU Homecoming

If you've always wanted to see a Penn State game, this is the one to see. The Nittany Lions go against Maryland in their homecoming bout. See over 100,000 people sing "Sweet Caroline," bleed blue and white, and bring the HAPPY to Happy Valley.

Indulge in autumn and all its glory at Way Fruit Farm's Fall Festival from 9 a.m. to 4 p.m.

But wait, there's more!

✓ Hit the most popular spots on Penn State's campus:

- **The Arboretum** (Explore nature's beauty by taking a stroll through the gardens.)
- **Berkey Creamery** (Enjoy ice cream or a milkshake you can't get anywhere else, like Russ "Digs" Roseberry or Alumni Swirl!)
- **Palmer Museum** (With free admission, it's an art-lover's dream.)
- Pose with the **Nittany Lion Shrine**. It's a campus must-do.

✓ Hike the legendary Mount Nittany.

✓ Visit Penn's Cave (America's only all water cavern) with the family.

- ✓ Visit one of our award-winning local wineries. (Happy Valley Vineyard & Winery in State College, Seven Mountains Wine Cellars in Boalsburg, or Mount Nittany Winery in Centre Hall).

Find more food, accommodations, and up-to-the-minute updates on the latest Homecoming weekend fun at HappyValley.com.



PennState
Innovation Park
www.innovationpark.psu.edu/331

Now Leasing for 331 Innovation Boulevard, State College

82,000 Square Feet of
Class A Office and Research
Space Available



The Innovation Park community offers:

- Resources and a network for start-ups and expanding businesses
- World class research facilities and meeting spaces
- Access to top talent and cutting-edge technology from Penn State
- Employee perks, including opportunities for fun, fitness, and personal and professional development
- Daycare services right inside the park

If you're interested in leasing space in 331 Innovation Boulevard, contact leasing agent Tom MacDonald at 412-434-1028.