

# CSU MARKET TO TECH STARTUP CATALYST

## PROJECT DESCRIPTION

### PROBLEM

Billions of dollars are wasted on promising technologies lacking clear customers, accounting for 42% of startup failures – the #1 reason companies don't survive.

### SOLUTION

Start with the market problem first, leverage university & labs experts, build teams and design right-fit technology that solves the market problem, significantly reducing market risk = "Market-to-Tech" (M2T)

### APPROACH

Engage corporations to share challenges, then ID team, tech, and funding for R&D to develop tech solutions. Develop IP, give corps "first look," and bring to market. Leveraging existing Venture Studio, build M2T cloud-based platform to facilitate team and expert matching through existing & growing network. Scale to other universities and national labs in CO & WY, then nationally.

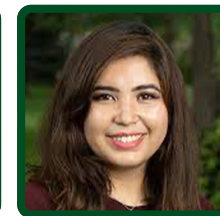
## ORGANIZATION/TEAM



Scott Shrake



Jeff Muhs



Zeinab Rezaie



Jim Poss



Sidnee Peck



Jana Jokerst

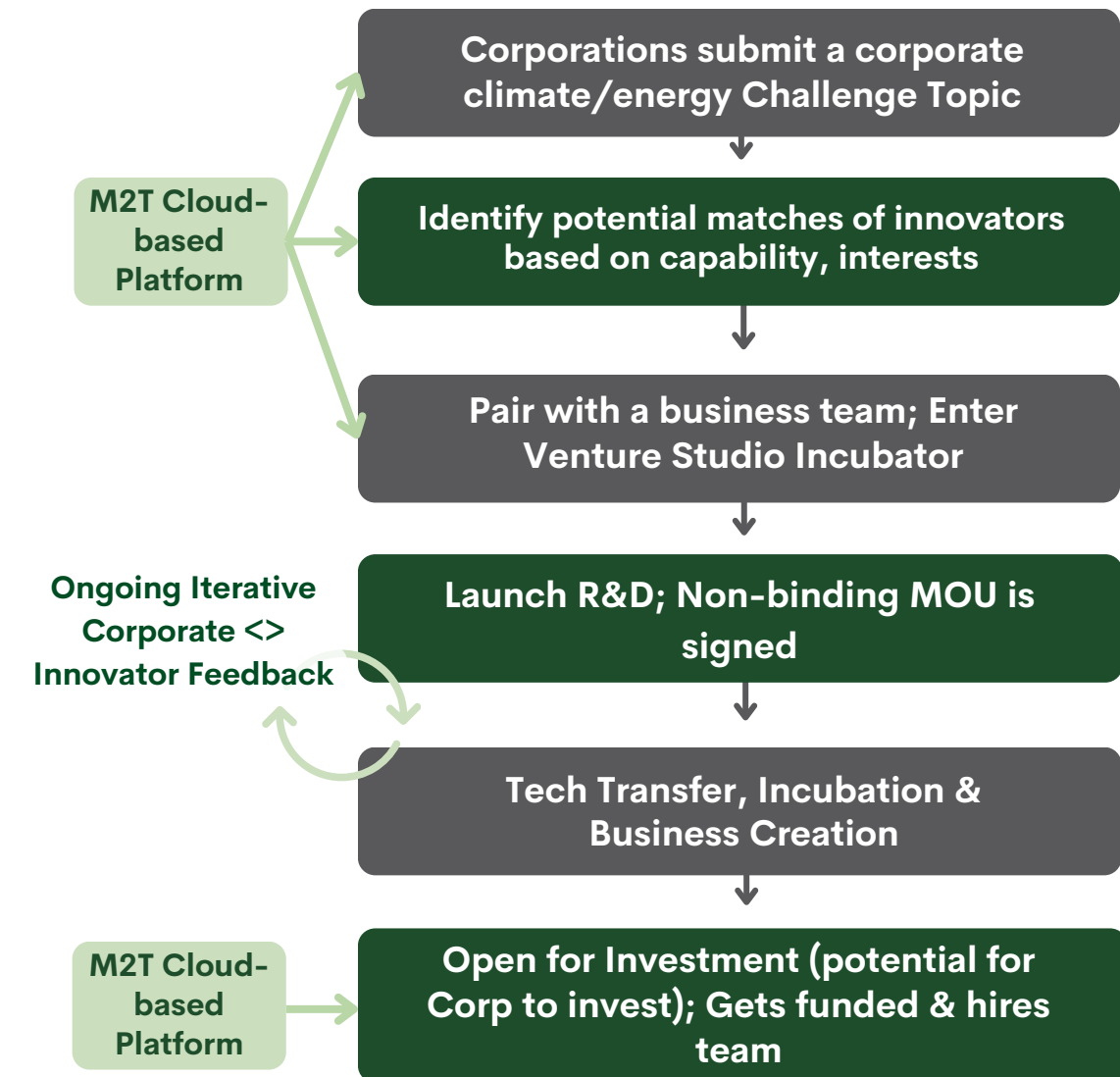


### PRIOR SUCCESS

- Flourishing university ecosystem: 50+ startups, 500+ jobs, \$50M+ revenues since 2014
- Three nationally-awarded accelerators: REACH, Food Energy Water Accel., & NSF Engine
- Innovative hands-on venture studio launching new startup quarterly
- Network of 100+ CXOs, EIRs, SMEs, advisors, and student EITs

## MINIMUM VIABLE PRODUCT

### M2T CLOUD-BASED PORTAL



## IMPLEMENTATION

### PHASE 1: MVP DESIGN

- Ongoing incubation of startups in Venture Studio
- Researched existing platforms; RFP for web developer; A/B testing to align interests
- Engaged stakeholders and received full support including: CCIA, Corps, Alums, SMEs, Startups, PhDs
- Engaged partnering universities in M2T design

### PHASE 2: MVP IMPLEMENTATION

- Design & pilot process to engage corporations in market needs workshops and identify challenges
- Design & pilot process to ID, vet, and mature CSU tech that solves needs via mini grants
- Develop M2T cloud-based platform to automate and scale link between network
- Engage partnering universities to prepare for regional launch

### EXECUTE COOPERATIVE AGREEMENT

- Scale M2T in CO & WY: CO School of Mines, CU Boulder, and Univ. of Wyoming
- Integrate M2T into broader \$160M CO Engine
- Triple corporate engagement on M2T platform
- Launch 10 companies with M2T over 3 years
- Meet/exceed 40% DEIA metrics across the network