

#### **CONTACT INFORMATION**

Margaret (Peg) Zokowski  
Lally School of Management & Technology  
Rensselaer Polytechnic Institute  
518.276.6587 (W)  
508.740.5906 (C)

#### **SEVERINO CENTER FOR TECHNOLOGICAL ENTREPRENEURSHIP AWARDED KAUFFMAN GRANT: Will Build Entrepreneurship Case Study and Educational Resource Section For [Entrepreneurship.org](http://Entrepreneurship.org)**

(Troy, NY) – A popular New York State entrepreneurial biotechnology management seminar series, sponsored by the Severino Center for Technological Entrepreneurship (Severino Center), will soon be available via the web. The series is based on the widely acclaimed book *Commercializing Successful Biomedical Technologies*, written by Severino Center executive-in-residence, Dr. Shreefal Mehta, and will serve as the foundation for the educational resource section on [Entrepreneurship.org](http://Entrepreneurship.org). Located within the Lally School of Management & Technology (Rensselaer's business school), the Severino Center was awarded the 10-month grant by the [Kauffman Foundation](http://Kauffman Foundation), the largest organization devoted to the advancement and education of entrepreneurship.

Under the terms of the grant, a website will be created to house past slides and streaming video seminars from the biotech series – 35 in all since its inception in 2001. Additionally, the Severino Center and Dr. Shreefal Mehta may collaborate with other schools to develop 20 initial case studies for inclusion on the website. The case studies will be produced in consultation with industry and academic partners.

"The website will serve as a compilation of "do's and don'ts," said Dr. Shreefal Mehta. It will include useful tools such as business models and market analysis cases for life science companies. It will also incorporate case studies and talks featuring views and ideas from managers, financiers, visionary CEOs, and experienced entrepreneurs, allowing life science entrepreneurs and managers to formulate their own "best practices" from the website content. These case studies will help educators in business, engineering and science schools build content for entrepreneurship courses, complementing the textbook, *Commercializing Successful Biomedical Technologies*."

The biotechnology series highlights entrepreneurial biotech ventures in the Tech Valley region and attracts more than 500 academic and biotechnology professionals annually. Specifically, it features expert speakers in the lifecycle of biotechnology entrepreneurship, emerging business models, and financial, legal and management issues. It also seeks to promote an open dialogue on the unique benefits the biotech industry brings to Tech Valley and the upstate region.

“The Severino Center is honored to receive this grant. It simply confirms the increased importance of biotechnology to our economy and subsequently, in our educational systems. We are thrilled that our 8 years of seminars can be broadly utilized,” said Jean Howard, chief operating officer of the Severino Center.

The series is co-sponsored by the Severino Center (through Rensselaer) and Cornell University’s Center for Life Science Enterprise, and supported by the University of Buffalo, Rochester Medical Center, MedTech, the Syracuse Technology Garden, BioConnex and the New York Biotechnology Association.

The 2008-2009 year concluded with Susan Dubay, senior manager, clinical, medical & scientific affairs, at Welch Allyn. Previous speakers also included Sr. Constellation Professor of Biocatalysis and Metabolic Engineering, Robert Linhardt, Ph.D. who spoke on the *Business Pressures on Life-Saving Drugs: A New Model for Commercializing Synthetic Heparin*. Linhardt was followed by Sr. VP and General Manager of Industrial Operation and Product Supply, Regeneron Pharmaceuticals Inc., Daniel P. VanPlew, “*Charting a Career along the Yellow Brick Road of Biotech.*”

# # #

#### **About Rensselaer**

Rensselaer Polytechnic Institute, founded in 1824, is the nation’s oldest technological university. The university offers bachelor’s, master’s, and doctoral degrees in engineering, the sciences, information technology, architecture, management, and the humanities and social sciences. Institute programs serve undergraduates, graduate students, and working professionals around the world. Rensselaer faculty are known for pre-eminence in research conducted in a wide range of fields, with particular emphasis in biotechnology, nanotechnology, information technology, and the media arts and technology. The Institute is well known for its success in the transfer of technology from the laboratory to the marketplace so that new discoveries and inventions benefit human life, protect the environment, and strengthen economic development.

#### **About the Lally School of Management & Technology**

The Lally School of Management & Technology, founded in 1963, is the business school of Rensselaer Polytechnic Institute (Rensselaer), the oldest technological university in the U.S. Building on Rensselaer's world-class facilities and leadership in science and engineering, Lally’s MBA program focuses on the strategic management of technology and creating value through innovation and entrepreneurship.

We believe that technology and innovation offer a key source of competitive advantage in today’s global economy. Lally MBA graduates are technically sophisticated business leaders who will guide organizations in integrating technology into new products, new markets and new systems.

The Lally MBA program helps students take an integrated approach to solving business problems, and also introduces concepts related to national innovation systems, industry dynamics, and unintended consequences, as well as ethical dilemmas associated with emerging technologies. In September 2009, Lally will launch a new master's program in Technology Commercialization and Entrepreneurship that will specifically address technology transfer and bringing technologies from the laboratory to market. Both programs build on Lally’s research programs on entrepreneurship and technology-enabled business creation

#### **About the Severino Center for Technological Entrepreneurship**

Established in 1988, the Paul J. ’69 and Kathleen M. Severino Center for Technological Entrepreneurship (SCTE) helps foster new generations of entrepreneurs through outreach programs, education, and research. Centered in Rensselaer's Lally School of Management & Technology, the Severino Center lies at the core of Lally’s commitment to entrepreneurship. The mission of the SCTE is to integrate educational and research programs by exposing every Rensselaer student to the practices and principles of entrepreneurship; infuse the fundamentals of entrepreneurship throughout the Rensselaer curriculum; and extend Rensselaer’s leadership and national prominence in technological entrepreneurship.