

SEMINAR INVITATION

Across The Valley and Around The Globe

“Avoiding the ‘Valley of Death’”

Dr. Richard G. Caro
CEO, TangibleFuture, Inc.,



“Nanotech Marketing Online – is SEO of your site for PR just BS?” (Search Engine Optimisation for Page Rank?)

Dr. Ian Birkby
CEO, AZoNetwork



“Innovation: The Last Competitive Advantage”

Dr. John Kapeleris
Deputy CEO, AIC



When: Wednesday 2nd April 2008

Venue: Conference Room, Small Technologies Cluster, 1 Dalmore Drive,
Caribbean Park, Scoresby, Victoria

Time: 9:30 – 12.30 **Morning Tea Provided**

RSVP: To register please RSVP: clive@stc-melbourne.com

Biography: Richard G. Caro

Since 2004, Dr. Richard G. Caro has been CEO and founder of TangibleFuture, Inc., where he helps managers and entrepreneurs create and grow businesses based on innovative science and technology.

Prior to founding TangibleFuture, Inc., Richard was Managing Director at RHK, a provider of advisory services to the communications industry, where he led consulting engagements with multinational businesses such as Intel, and Carl Zeiss' research institutions such as Battelle, and Sarnoff Corporation, and a variety of as-yet-unknown, emerging startup companies.

From 1986 to 1999 Richard held operational roles in high tech companies in Silicon Valley and Boston. He was CEO (founder) of Vital Insite, a venture-backed, medical device start-up, developing noninvasive monitoring products, Engineering Program Manager at Coherent, one of the world's largest laser manufacturers, and CTO (employee #5) of Summit Technology, a pioneer in the laser refractive surgery (LASIK) business. Before entering industry, he was a member of the research staff at Stanford University.

Richard has been responsible for the development of a number of successful products, and has 23 issued patents. In addition to his work with TangibleFuture, Inc., he is an occasional angel investor, and has a keen interest in the education of science and technology entrepreneurs – speaking regularly around the world, on topics relating to turning science into profitable businesses.

Born and raised in Australia, Richard received a B.Sc. (Hons.) degree from Melbourne University, Australia (1977), and a DPhil. in experimental physics from Oxford University (1982) – where he was a Rhodes Scholar. In 1982 he was awarded an IBM post-doctoral fellowship to work at Stanford University, and migrated to the USA where he has lived ever since.

Abstract: “Avoiding the ‘Valley of Death’”

All too often, promising technology development projects languish for years in limbo after they move beyond the initial research stage. There is even a name for this: the *Valley of Death*, which projects need to cross before attracting startup funding, or development partners. These projects are too far along to get funding from “research” sources, but are unable to negotiate partnership or licensing arrangements with large companies, or attract investors, because they are perceived as “too early”.

Some believe that the *Valley of Death* is an unavoidable feature of the landscape, or that it exists because of flaws in the way investors think. We think of it as more analogous to a sand trap in golf. It certainly exists, and falling into it is bad. However it can be avoided altogether with careful planning and good execution. Even if you fall into it, you can get out if you know how.

In this talk, Richard Caro will talk about why so many promising early stage technology development projects get trapped in the *Valley of Death*. He will focus particularly on:

- How to avoid this trap, and
- How to escape from the *Valley of Death* if your company or projects falls into it.

This talk will draw on Richard's 20+ years of experience working at the interface of science and business in the USA. It will be particularly relevant for leaders of emerging technology businesses, and of commercialization initiatives in science based fields such as nanotechnology, photonics, cleantech, communications, and life sciences.

Biography: Ian Birkby

Ian is the founder and CEO of AZoNetwork <http://www.azonetwork.com/> , Sydney, Australia an online technical and scientific publishing business currently focused on Materials, Nanotechnology, Building and Medical news.

With more than 20 years experience in technology sales, marketing and general management Ian was formerly the Managing Director of Dynamic-Ceramic Limited <http://www.dynacer.com/> , (Crewe, England), being responsible for leading a Management Buyout in Jan 1993, the subsequent sale of the business to Bomanton International (Nottingham UK) in November 1997 and served as a main board member of Bomanton International.

During Ian's tenure at Dynamic-Ceramic Limited the company was a regional innovation award winner (1995), business of the year (1998) and recipient of the UK Government Department of Trade and Industry SMART award (1999).

Ian holds a first class honours degree in Engineering Metallurgy and a Ph.D. in the fabrication and wear behaviour of Y-TZP Zirconia ceramics. Ian also served as a former editor of "Ceramic Technology International", was a founder member of the Institute of Nanotechnology, a former chairman of Medilink Northwest (a medical devices consortium) and was a former vice-chair of the Institute of Materials, Materials Strategy Commission. Ian is currently a board director of the Australian Nano Business Forum (ANBF).

Ian also combined his early academic and business interests with 9 years as a professional Rugby League player.

Abstract: Nanotech Marketing Online - Is SEO of your site for PR just BS?

This talk is aimed at anyone involved with the supply of Nanotech based products or Nanotech related services and illustrates how they can use the web to effectively and efficiently promote their products, goods and services.

Topics covered:

- Marketing on the web in 2008, what are the issues?
- What's important for your web strategy.
- What should be the key elements of a web strategy for Nanotech companies.
- What works, what doesn't and what should you avoid?
- What statistics should you measure and what is relevant?
- Does the Web 2.0 have any relevance to you?
- Blogs, Mashups, YouTube, Podcasts - useful or just a fad?
- How did AZoNano.com – The A to Z of Nanotechnology go from 0 to over 350,000 visitor sessions per month - what were our big mistakes?

Biography: Dr. John Kapeleris

Dr John Kapeleris is the Director of Commercialisation and Deputy CEO at the Australian Institute for Commercialisation (AIC) and was responsible for establishing and running the AIC's TechFast Program – "Accelerating Technology Transfer and Diffusion using a Market-pull Approach".

John has over 17 years experience in the Biotechnology Industry having held a diverse range of roles including R&D Manager, Quality Manager, Business Development Manager, VP Sales and Marketing and Deputy CEO at Panbio Ltd.

In his current role he has assisted numerous organizations achieve commercial outcomes from their ideas and product opportunities. He has been involved in the successful negotiation of numerous technology transfer, licensing and distribution deals. He has worked on a number of projects including, IP farming for a number of diverse technologies, developing a commercialisation of IP framework, advising on strategic IP management, raising capital for small enterprises and advising organizations on the most appropriate commercialisation pathways. He has also been involved in conducting industry/market research, assisting start-up businesses and contributing to innovation policy, through strategic workshops and as an advisor on a number of committees and think tanks.

John currently holds a BSc (Hons) in Microbiology, a Graduate Diploma in Management (Marketing) and an MBA (Technology Management). John was awarded a Doctor of Biotechnology from the University of Queensland, where he currently holds an adjunct Associate Professorship.

His interests include knowledge management, creativity and innovation and how these are leveraged to gain competitive advantage.

John is the co-author of the book titled "Innovation and Entrepreneurship in Biotechnology – An International Perspective" which was released in early 2006 and has written numerous publications on innovation, knowledge management and biotechnology.

Abstract: "Innovation: The Last Competitive Advantage"

Australian technology-based companies are small, under-resourced and under-funded compared to our international counterparts. So how can these Australian small technology businesses compete on the global arena? The presentation will focus on presenting answers to this important question by providing insights into innovation strategies for competitive advantage, and how collaboration with research organisations and larger companies can extend the value chain and capability of small Australian technology businesses.