Computing Research Association
Conference at Snowbird 2000

Slides from a workshop

on the topic of

"Joint Academic/Industrial Workshop: Models for University Venture Capital/Incubation Initiatives"

presented by

James Foley,
Yamacraw Mission and Georgia Institute of Technology

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3:30 pm

http://www.cra.org/Activities/snowbird/00/wk2-1.html

Some University Incubation and Venture Capital Initiatives

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Initiatives at Georgia Tech and/or state-wide

- Georgia Tech Faculty commercialization grants
- ATDC - Advanced Technology Development Center
- GATV - Georgia Advanced Technology Ventures
- Yamacraw Seed Capital Fund - (Part of Yamacraw)

Georgia Tech Faculty commercialization grants

- $50K - $100K competitive grants from Georgia Tech Research Corporation
  - 4-8 per year; one-year duration
  - Limited business-oriented mentoring
- To develop commercial prototypes of already-developed research ideas
  - Larry Hodge's VR therapy for fear of heights and fear of flying
  - Beth Mynatt's Mercator auditory interface for X-windows

ATDC - Advanced Technology Development Center

- Classical incubator - in operation ~20 years
- Discounted space; 18-36 month time limit
- Shared basic services; phone, copiers, network
- "Venture Catalysts" to mentor and provide networking
- Does not provide accounting, marketing, legal services
- State-funded
- Excellent track record
  - Mindspring, Microcoating Technologies, Digital

GATV - Georgia Advanced Technology Ventures

- Similar to ATDC, BUT - new-style incubator
- Will provide provide accounting, marketing, legal etc services in exchange for equity
- Space provided either for cash or equity

Yamacraw - Goals

- Create recognition of Georgia as "the place to be" for telecomm infrastructure design companies

- 2,000 new jobs

- Educate 2000 additional computer engineers and computer scientists in relevant disciplines

- Ten new companies

- 4X Venture Capital

Strategies

- Human Capital
- Intellectual Capital
- Infrastructure Capital
- Venture Capital
- Mind-share Capital

Human Capital

- 85-90 new faculty over next 5 years; 22 hired first year; target 20+ this coming year (17 on board)

- Continuing education; first Yamacraw Institute this summer; GaTech + Southern Poly

- Curriculum revision/updating

- "Repatriates"

- Jobs / resume data base

Participating Universities

- Armstrong Atlantic
- Savannah State
- Georgia State
- Georgia Tech
- Georgia Southern
- Kennesaw State
- Southern Poly
- University of Georgia

Intellectual Capital

- Research in key areas – $4M to 5M a year
- Royalty-free non-exclusive 5-year license to Design Center members
- Join Design Center
  – At least 500 new jobs over 5 years, no annual fee
    - Nortel
  – At least 100 new jobs over 5 years + $25K annual fee
    - Star*Core, Broadcom Wi-LAN, Echostar, Cienna + more to come
  – No job commitment + $250K annual fee
    - National Semiconductor

Infrastructure Capital

- Yamacraw Design Center Building
  - Flagship
  - Meeting point
  - Industry/university research, incubator, landing party space, labs
  - About 200,000 square feet
  - Pre-design stage

Yamacraw Seed Capital Fund

- Limited to Yamacraw domain: hardware and software infrastructure for Telecommunications
- Early-stage seed funding only - max investment $2M
- Max $500K state investment; must be leveraged at least 3:1 by private sector funds
- Private sector does due diligence
- $5M state funding

Mind-share Capital

- Marketing and PR campaign
- Web site www.yamacraw.org
- Print campaign coming - WSJ, Forbes,Wired
- Newsletter
- Supercom Dinner for CEOs
- Conferences and exhibits