Rice University
Jesse H. Jones Graduate School of Business

Brad Burke, Managing Director
Rice Alliance for Technology and Entrepreneurship

2011 USASBE Conference
Finalist: National Model MBA Entrepreneurship Program
January 13-16, 2011
Presentation Outline

1. Overview
2. Courses and Curriculum
3. Faculty
4. Other Curricular Programs
5. Extracurricular/Experiential Programs
6. Student Ventures & Mentoring
7. Sustainability
8. Outcomes
9. Summary
Overview
Rice University Overview

- Small size – 3,000 undergraduates, 3,000 graduates, 600 faculty
- Private university in Houston, TX (4th largest city)
- Ranked #17 overall by U.S. News & World Report
- Top 10 Engineering School / Top Bioengineering / Nanotechnology
- 18% of undergrad students are National Merit Finalist scholars
- Adjacent to the Texas Medical Center
A Culture of Entrepreneurship at Rice

William Marsh Rice
Shipping, Cotton, Insurance, Railroads

Jesse H. Jones
Lumber, Newspaper, Banking, Real Estate
Rice MBA Program young, but growing in reputation

- Founded in 1974 by Jesse H. Jones Gift
- **2010 - BusinessWeek magazine** ranked Rice MBA Program in **Top 30 (#29)** & Top 10 for intellectual capital and faculty research
- Other selected rankings:
  4th - Best in Finance – Full Time MBA, FT, 2010
  5th - Career Services – Full Time MBA, Economist, 2009
  8th - Overall – Professional MBA, BusinessWeek, 2009
  8th - Salary increase - Executive MBA, FT, 2009
  9th - Best in Accountancy - Full Time MBA, FT, 2010
  10th - Salary 3 years out - Executive MBA, FT, 2009
  11th – Overall - Executive MBA Program - FT, 2009

FT = Financial Times U.S. rankings
The Rice Alliance for Technology and Entrepreneurship

Founded in 2000 as University’s cross-campus flagship entrepreneurship initiative

A University center with strategic alliance among three schools: Engineering, Natural Sciences and Business
Rice MBA Entrepreneurship Program Rankings: 2007 to 2010

Princeton Review and Entrepreneur Magazine rankings: Graduate MBA Program, 2007 - 2010
Other Entrepreneurship Program Recognition

2009 Outstanding Center for **Entrepreneurial Leadership** - GCEC

2009 Outstanding **Specialty Entrepreneurship** Program - GCEC

2009 Outstanding **Specialty Entrepreneurship** Program – USASBE

2008 Houston’s Greatest **Economic Development Ally**

2007 **Enterprise Creation** Award – GCEC (formerly NCEC)

2005 - Ernst & Young Entrepreneur of the Year™ Award for the Supporter of Entrepreneurship

2004 - Price Institute Innovation Entrepreneurship Educators Award by the **Stanford Technology Ventures Program** at Stanford University
Courses and Curriculum
Rice’s MBA Program was one of the first to require students to take entrepreneurship courses. The courses follow a company life cycle.
The New Enterprise Course (Basics of Entrepreneurship)

• Students learn from “live” cases presented by entrepreneurial Rice MBA alumni
• Students evaluate entrepreneurs based on 11-point analysis: entrepreneurial skills, business opportunity, operations, finance, etc.
• Make recommendations to entrepreneur & overall class assessment

H. Albert Napier, Ph.D.
2008 National Acton Award for Excellence in Entrepreneurship Education
& 2010 Teaching Award – Executive MBA Students

Luis Miguel ‘05
Fast Food

Emily Armenta ‘03
Designer Jewelry

Richard Degner ‘04
Oilfield Services
The New Enterprise Course:
“Life of Meaning” Project

• The Life of Meaning* Project teaches students that a life in business can be truly gratifying – but only when success is part of something bigger

• Life of Meaning prepares students to:
  • Set practical goals that align with their deepest values and aspirations.
  • Effectively engage others in their career discernment process.
  • Face adversity and find opportunity in it.
  • Enact their principles with grace and courage.
  • Recognize denial when they slip into it.
  • Connect with and learn from those with whom they disagree.
  • Unpack “baggage” about money.
  • Run reality checks on their plans and dreams.
  • Respond generously and creatively to the needs of others.
  • Make ethical decisions consistent with their standards of integrity.
  • Do what they believe is right, even in the face of opposition.

• Students interview 6 individuals, all within different age groups (age 20-30, 30-40, 50-60, etc.)...and address:
  • Balancing work, family and community
  • Staying true to beliefs when faced with ethical questions
  • Overcoming distractions and discouragement

H. Albert Napier, Ph.D.
2008 National Acton Award for Excellence in Entrepreneurship Education
&
2010 Teaching Award – Executive MBA Students

* Based on the Acton Foundation Life of Meaning Course
Specialized Fields of Entrepreneurship Study

- Technology Entrepreneurship & Venture Capital
- Life Science Entrepreneurship
- Real Estate Entrepreneurship
- Energy Entrepreneurship
- Social Entrepreneurship
- Family Business
- Education Entrepreneurship
Energy Entrepreneurship

The course examines:

• The process by which entrepreneurial ideas are formed in the energy industry
• How ideas obtain the technical, financial and managerial support to become viable businesses.
• Why do some ideas catch on and change the way an industry operates while others never gain traction?

Course based on cases & socratic method of teaching

• Current examples of companies going through the process
• Cases which highlight key elements of the process
• Students meet entrepreneurs who are living the journey and share their experiences

Bob Schwartz
Adjunct Faculty &
Vice President / Senior Advisor
Energy Ventures
(V Venture Capital Firm)
Rice Education Entrepreneurship Program (REEP)

• Launched in 2008, collaborates with Teach for America & others
• Goal: dramatically change and improve the academic performance of students throughout the community, particularly in underserved schools
• Offers a new and uniquely rigorous academic program aimed at improving education management and teaching–and-learning performance in Houston’s schools
• Offer MBA and Certificate programs
Life Science Entrepreneurship: The Role of Physicians, Scientists, and Engineering in High-Tech Start-ups

• MBA course held at the new Bioscience Resource Collaborative (BRC) facility
• Course open to all graduate students at Rice and in the Texas Medical Center
  • MBAs
  • PhDs
  • MDs
• Became the largest enrollment course of any class in the Jones School
• Topics
  • Pharmaceutical Industry
  • Biotech Industry
  • Medical devices
  • Venture capital
  • Start-up financings, cap tables, & valuations
  • Entrepreneurial Landmines
  • Intelligence, Leadership, & Entrepreneurship
Social Entrepreneurship - Rwanda

- MBA / Bioengineering teams create business plans for low-cost medical devices for developing countries
- During the fall break, student teams travel to Rwanda to see field and market conditions first-hand
Finding the Starting Line (New Course):
An interactive course that starts real companies by commercializing Rice technologies.

- Students will learn how to commercialize technology by actually doing it. Teams will form companies, license technology, and create investor presentations to raise funding.
- A group of technologies that are ready for commercialization have been selected from the labs of Rice University.
- Eight teams of 3-5 MBA students will each work with a PhD student to form an actual company around these technologies.
Faculty
Award Winning Entrepreneurship
Tenure-Track Faculty

H. Albert Napier, Ph.D.
Professor of Management; Director
Center on the Management of I.T.

Acton Foundation Award for Excellence in
Entrepreneurship Education

Robert Hoskisson, Ph.D.
George R. Brown Professor of
Strategic Management

Global Top 25 Researcher –
Times Higher Education

Marc Epstein, Ph.D.
Distinguished Research
Professor of Management

Edward E. Williams, Ph.D.
Henry Gardiner Symonds Professor of
Management

Named one of the nation’s best
entrepreneurship teachers by BusinessWeek;

G. Anthony Gorry, Ph.D.
Freidkin Professor of Management &
Professor of Computer Science;

Director, Center for Technology in
Teaching and Learning

Haiyang Li, Ph.D.
Associate Professor of Strategic
Management

Yan Anthea Zhang, Ph.D.
Jones School Distinguished Associate
Professor of Strategic Management

Jing Zhou, Ph.D.
Houston Endowment Professor of
Management; Director of Asian
Management Research and Education
Award Winning Entrepreneurship Faculty

Blair Garrou  
DFJ Mercury – Venture Capital

Leo Linbeck  
Aquinas Companies

Ned Hill  
DFJ Mercury – Venture Capital

Robert D. Ulrich, Ph.D.  
Vanguard Ventures – Venture Capital

Jerry Finger  
Finger Interests, Ltd.  
Family Investment Office

Jack M. Gill, Ph.D.  
Vanguard Ventures – Venture Capital

Dennis Murphree  
Murphree Venture Partners  
Venture Capital & Private Equity

Tom Kraft  
Rice Alliance for Technology and Entrepreneurship  
Technology Ventures Development

Atul Varadhachary, Ph.D., M.D.  
Agennix – Biotech  
Start-up Company

Robert H. Hatcher  
Cockrell Interests  
Family Investment Office

Cliff Atherton  
GulfStar Group  
Investment Banking

Bob Schwartz  
Energy Ventures – Venture Capital
Other Curricular Programs
Action Learning Projects (ALPs)

• All first-year MBA students participate in Action Learning Projects during spring of their first-year.

• Students work in teams on corporate and start-up company projects.

• Students develop market assessments, customer segmentation strategies, market evaluations, business plans, etc.

• Guided by adjunct faculty mentors & advisors.

Dr. Kim Kehoe
Senor Lecturer
Internships (for credit courses)

Students have the ability to work 8-10 hours per week (for credit) and get hands-on experience at venture capital firms, incubators, angel networks, etc.

MGMT 753 – Houston Angel Network
MGMT 760 – Houston Technology Center - Incubator
MGMT 763 – NASA Johnson Spacecraft Center
MGMT 766 – Vesalius Ventures - Venture Capital
MGMT 752 - Office of Technology Transfer
MGMT 762 - DFJ Mercury – Venture Capital
MGMT 769 - Waste Management Ventures
MGMT 772 – Rice Alliance for Technology & Entrepreneurship
Extracurricular/Experiential Programs

- Rice Alliance - Technology Venture Forums
- Entrepreneurial Speakers
- Rice Business Plan Competition
- Technology Entrepreneurship Workshop
- Next Cool Idea Workshop
- Silicon Valley Trip (Immersion Weekend)
- Career Rodeo
- Rice Alliance Venture Fellows Program
- NCIIA Venture Lab
- International Entrepreneurship Program (Grunderskolen)
Technology Venture Forums

Energy & Clean Technology
September

I.T. & Web 2.0
December

Nanotechnology & Sustainability
February

Life Science & Biotech
June
Energy Keynote Speakers

John Denniston

Ira Ehrenpreis

Desmond King
Chevron Tech Ventures
### 60+ Start-up Company Presenters

#### Business Plan Presenters
- Brand-Yourself.com
- CBM Enterprise Solutions
- ChaiONE
- CityPure
- Click True
- Club Gaia
- Cofolio CultureMap
- Dataface
- e-Campaign Associates
- Eonsil
- EvaluateMyAdvisor.com
- eZdia
- Genre Group
- goodduide.com
- Grammaropolis
- GroupRaise
- HealthEDeals
- HouseLynx
- IFSCCO
- ihiji
- Internected Utilities
- InXero
- IO-hub
- Job Software
- Koached Kolarity
- LinearCube
- Locus
- MentMe
- ModoPayments
- Muuzii Technologies Limited
- My Six Percent
- MyPlaceHealth
- One Pulse
- Party P.I.
- PI Integrated Systems / FlexPLANT
- Rockwell IT Services
- Sfile Technology Corporation
- SimpApply
- StepStoneMed
- Synerzip
- Traxo.com
- Wisga.com
- X-ISS
- YourPlace.com

#### Company Update Presenter
- Envoy
- Medi-Code
- Onit
- Waldo Health
- Werkadoo

#### Elevator Pitch Presenters
- 4U Systems
- ACS Engineering Group
- Advarian: GoCampaign Project
- APO Offshore
- B&R Software Solutions
- Blastoff Network
- Brand-Yourself.com
- CBM Enterprise Solutions
- ChaiONE
- CityPure
- Click True
- Club Gaia
- Cofolio CultureMap
- Dataface
- e-Campaign Associates
- Eonsil
- EvaluateMyAdvisor.com
- eZdia
- Genre Group
- goodduide.com
- Grammaropolis
- GroupRaise
- HealthEDeals
- HouseLynx
- IFSCCO
- ihiji
- Internected Utilities
- InXero
- IO-hub
- Job Software
- Koached Kolarity
- LinearCube
- Locus
- MentMe
- ModoPayments
- Muuzii Technologies Limited
- My Six Percent
- MyPlaceHealth
- One Pulse
- Party P.I.
- PI Integrated Systems / FlexPLANT
- Rockwell IT Services
- Sfile Technology Corporation
- SimpApply
- StepStoneMed
- Synerzip
- Traxo.com
- Wisga.com
- X-ISS
- YourPlace.com
20+ Active Venture Capital Firms & Angel Networks
Technology Venture Forums achieve multiple objectives

- Educate students & entrepreneurs on the start-up process (see pitches & hear feedback)
- Networking
- Opportunity for students to present their plans
- Provide mentorship and advice to entrepreneurs
- Bring VC’s and other investors to campus
- Connect researchers with the business community
- Build upon the local entrepreneurial community
- Outreach to current students and alumni
- Connect with investor types
- Create a robust entrepreneurial eco-system in the region
Entrepreneurial Speakers: Rice Alliance has featured more than 1,000 speakers

Michael Oxley
Vice Chairman
NASDAQ Stock Exchange

Ray Johnson
SVP and CTO
Lockheed Martin

John Denniston
Partner
Kleiner, Perkins, Caufield & Byers

George Foreman
Entrepreneur, Boxer

Rod Canion
Founder
Compaq Computers

Nancy Floyd
Founder
Nth Power

Jeff Henley
Chairman
ORACLE

Garrett Boone
Founder
Container Store

Bill Kurtis
Founder
TallGrass Beef

Jaime Casap
Business Development Mgr
Google

Stephen Brand
SVP, Technology
ConocoPhillips

Vinod Khosla
Khosla Ventures
2011 Rice Business Plan Competition
April 14-16, 2011

World’s Richest and Largest Business Plan Competition!
$1 Million in prizes
The 2010 Rice Business Plan Competition (RBPC) was again the largest & richest university competition in the world

Competition Prizes, $k

$10k  $30k  $30k  $42k  $204k  $34k  $90k  $170k  $175k  $200k  $145k  $475k  $345k  $200k  $810k  $675k  $200k  $160k  $200k  $1,115k

2001  2002  2003  2004  2005  2006  2007  2008  2009  2010

"For student entrepreneurs, this is the World Series and Super Bowl” combined!
- Fortune/CNN Money, April 2010
95 teams have successfully launched their companies after competing at Rice (and are still in business today)

# Successful Company Start-ups
Cumulative, by Year of Competition

Total Funds Raised To-Date (Cumulative)

2008: $90 million
2009: $145 million
2010: $223 million

“The competition was a fantastic networking and learning event. We met several dozen individuals. They gave us invaluable feedback and contacts to help us succeed.”

- 2010 RBPC Competitor
A sampling of Past Competitors: 2001 - 2009

Midway Pharmaceuticals, Inc.
HydroCoal
WiPower
420 Teams applied for the 42 competition slots in 2010: a 23% increase over 2009

Teams Competing

<table>
<thead>
<tr>
<th>Year</th>
<th># of Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>9</td>
</tr>
<tr>
<td>2002</td>
<td>14</td>
</tr>
<tr>
<td>2003</td>
<td>28</td>
</tr>
<tr>
<td>2004</td>
<td>34</td>
</tr>
<tr>
<td>2005</td>
<td>36</td>
</tr>
<tr>
<td>2006</td>
<td>35</td>
</tr>
<tr>
<td>2007</td>
<td>36</td>
</tr>
<tr>
<td>2008</td>
<td>36</td>
</tr>
<tr>
<td>2009</td>
<td>42</td>
</tr>
<tr>
<td>2010</td>
<td>42</td>
</tr>
</tbody>
</table>

2010 U.S. Schools:
- Harvard / MIT
- Stanford
- MIT (2)
- Carnegie Mellon
- Chicago (2)
- Northwestern
- Babson / MIT
- Berkeley
- Johns Hopkins
- Wharton
- Arkansas (2)
- Dartmouth
- Purdue
- Indiana / Purdue
- UCLA
- Michigan (2)
- Colorado State
- Illinois
- Miami
- Missouri
- Pepperdine
- Rice (2)
- Santa Clara
- Texas (2)
- Tulane
- Kennesaw State
- Baruch
- Baylor
- Oklahoma / Oklahoma City

2010 International Schools:
- Thammasat (Thailand)
- Lancaster (UK)
- London School of Economics (UK)
- Waterloo (Canada)
- IIT, Kharagpur (India)
- Sun Yat-sen (China)
- New Brunswick (Canada)

“I've done the circuit in terms of competitions. Rice is by FAR the best.”
- 2010 Competitor

“I've done the circuit in terms of competitions. Rice is by FAR the best.”
- 2010 Competitor

“I've done the circuit in terms of competitions. Rice is by FAR the best.”
- 2010 Competitor
The Judging Panel is a “Who’s Who” in the Entrepreneurship Community

2010 Judging Panel by Current Occupation

- Venture Capital: 50
- Angel Investors: 30
- Private Equity: 20
- Entrepreneurs: 40
- Legal: 20
- Financial Services: 20
- Corporate/Other: 10
- Total: 220

“It gives me great pleasure to watch the puzzled and amused faces of money people in the (Silicon) Valley how it is Rice (and Houston, and Texas) that pulls this off and not Stanford and this part of the world! I will fly in from other side of the world if I have to, would not miss it.”

- 2010 Judge from Palo Alto
Role of Rice Business Plan Competition for Rice Students

- Over 100 MBA students volunteer to work at the Rice Business Plan Competition
- **Networking, networking, networking!!**
- 220+ judges
- **Education:** Opportunity to learn by seeing some of the best graduate student business plan teams & watching feedback sessions
- **Foster culture of entrepreneurship**
- Foster aspirations to launch successful start-up

Rebellion Photonics, Rice University Team, 2nd place – 2010
Held annually, this 2-day entrepreneurship ‘boot camp’ has ‘sold out’ for 9 consecutive years.

Covers everything from protecting IP to raising venture funding.

Next Workshop: July 2011
What happens when you throw together 41 Rice MBAs, 6 successful entrepreneurs, 2 outstanding professors, and a high-energy, world-class facilitator in a room for 3 days to talk about generating ideas?

You get a remarkably successful weekend that brought invaluable knowledge and the start of new ideas poised to make a positive social impact on our future.

The Next Cool Idea, a hodge-podge collection of a few dedicated Rice MBAs, principally funded by CAMAC International, and in partnership with the JGSEO, Professors Al Napier & Marc Epstein, James Barlow, a few extremely helpful Rice staff, organized the weekend to challenge 41 MBAs to evaluate business problems, innovate creative solutions and understand how best to take them to market.

Thank you all for participating in the NCI weekend.

I would like to recognize the organizing team of Adama, Armin, Humberto, Idris, Michelle, Ranga, and Vladimir for their heroic efforts in pulling this wonderful event together. Plus, we could not have pulled this off without the support from our sponsors, partners, and Rice staff.

Please click here for a summary of the weekend program.

Thank you to all of our Sponsors: CAMAC, CHAIONE, MJ KHAN and BELL & GEMS.
Silicon Valley Trek  
(Spring Break)

3-Day Intensive Immersion Experience

• Day 1: Field Trips to Google, Facebook, Apple, etc.

• Day 2 & Day 3: Classroom

• Classroom Sessions – live “case studies” led by Silicon Valley entrepreneurs

• Expose students to diverse perspectives:  
  - Early-career entrepreneurs  
  - Mid- and late-stage career entrepreneurs  
  - Venture capitalists
Technology Career Rodeo: Summer Internships w/ Start-ups

- Annual event to match MBA students with start-up companies and investors for Summer Internships
- Approximately 20-25 internships
- Held in conjunction with the Jones Graduate School of Business Career Management Center (CMC)
- Single largest source of summer internships
Rice Alliance Venture Fellow Program

- Four MBAs were selected in 2010 to participate in the Venture Fellows program
- Rice Alliance Venture Fellows evaluated over 400 Rice technologies in the summer of 2010
- Technologies were prioritized based on commercial potential and potential success for start-ups
- Approximately 15 high-priority opportunities were identified
- MBA / PhD teams formed to create business plans and launch start-ups
- Led by Dr. Tom Kraft, Rice Alliance Director of New Technology Ventures Development
NCIIA VentureLab

Rice Piloted NCIIA’s new VentureLab in May, 2010
12 start-up teams refined their business strategy and business plan.

NCIIA’s latest venture accelerator, VentureLab is a highly experiential and immersive program developed and designed to enhance the success of student business ideas: evolve the business strategy, sales channels and marketing and better understand the financial mechanics of the start-up venture.

Teams develop a plan and gain a toolset to help grow their business.
The Norwegian Entrepreneurship Programme

The award winning Norwegian Entrepreneurship program (Gründerskolen) is a Norwegian academic cooperation programme involving all the universities and several university colleges in Norway. The Centre for Entrepreneurship at the University of Oslo has the overall academic and administrative responsibility for the programme.

The Norwegian Entrepreneurship program was founded in 1999 by professor Nils D. Christophersen at the department of Informatics. The program started up in cooperation with Cornell University and the first year 6 IT students participated in the programme in San Francisco. Since then the project has had a rapid growth and in 2008 we had 297 applicants whereof 142 students was given the offer. Our alumni network has more than 800 alumni and is by far the biggest network in its kind in Norway.

In 2007 the programme recieved first price for 'Best quality in higher education' by the Norwegian Ministry of education and research and in 2006 a price for "best learning environment" at the University of Oslo.

Includes classroom + start-up company internship
Student Start-ups and Venture Mentoring
Company Formation Phases

Identify Idea / Innovations

Market Assessment / Business Plan Creation

Mentoring

Support and Service Providers

Funding

Rice Alliance Mentor Network

Rice Alliance Service Provider Network

Law Firms

Accounting Firms

HR / Outsourcing

IT / CFO / Legal Outsourcing

Marketing / Branding

Banking / Insurance

Real Estate

Houston Angel Network

Texas Emerging Technology Fund

The GOOSE Society of Texas

Early Stage Venture Capital Firms

Grants

Rice Alliance Venture Fellows Program

Business Plan Courses:
1. Creative Entrepreneurship (Murphree)
2. Business Plan Development (Hoogendam)
3. Finding the Starting Line (Kraft)

JGS Entrepreneur Organization

MBA Entrepreneurship Club

Rice Alliance for Technology and Entrepreneurship Regional Organizations

Rice Alliance Mentor Network

Law Firms

Accounting Firms

HR / Outsourcing

IT / CFO / Legal Outsourcing

Marketing / Branding

Banking / Insurance

Real Estate

Houston Angel Network

Texas Emerging Technology Fund

The GOOSE Society of Texas

Early Stage Venture Capital Firms

Grants

Rice Alliance Venture Fellows Program

Business Plan Courses:
1. Creative Entrepreneurship (Murphree)
2. Business Plan Development (Hoogendam)
3. Finding the Starting Line (Kraft)

JGS Entrepreneur Organization

MBA Entrepreneurship Club

Rice Alliance for Technology and Entrepreneurship Regional Organizations

Rice Alliance Mentor Network

Law Firms

Accounting Firms

HR / Outsourcing

IT / CFO / Legal Outsourcing

Marketing / Branding

Banking / Insurance

Real Estate
## Mentoring for Student Start-ups

<table>
<thead>
<tr>
<th>Mentor Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>JGS Entrepreneur Organization</td>
<td>Mentoring provided by Rice alums</td>
</tr>
<tr>
<td>MBA Entrepreneurship Club</td>
<td>Peer-to-peer mentoring</td>
</tr>
<tr>
<td>Rice Alliance for Technology and Entrepreneurship</td>
<td>Dedicated full-time resource: Director, Technology Ventures Development</td>
</tr>
<tr>
<td>Regional Organizations</td>
<td>Houston Technology Center, BioHouston, The Indus Entrepreneurs, Greater Houston Partnership</td>
</tr>
<tr>
<td>Service Provider Network</td>
<td>Law firms, accounting firms, consulting firms, and others in the Houston region, Rice Alliance sponsor network</td>
</tr>
<tr>
<td>Rice Alliance Mentor Network</td>
<td>Rice Alliance network of over 200 judges, 400 individual &amp; corporate members, and other members of the entrepreneurship community</td>
</tr>
</tbody>
</table>
Sustainability
Thank you Underwriters

Diamond

Administaff
DFJ MERCURY
GOOSE Society of Texas
Kleiner Perkins Caufield & Byers

Platinum

FORTUNE
NASA
Johnson Space Center
Waste Management
Opportunity Houston

KAUFFMAN
The Foundation of Entrepreneurship

NASDAQ OMX

kenda Capital
Shell
Pannell Kerr Forster of Texas, P.C.
PKF
Thank you Underwriters

GOLD

AAI Global Equity
Chevron
energy ventures
ERNST & YOUNG
Finger Interests, LTD.
FR Fish & Richardson
FULBRIGHT & Jaworski L.L.P.
HOUStON BUSINESS JOURNAL
UK Trade & Investment
WINSTEAD ATTORNEYS

SILVER

Andrews Kurth LLP
Baker Botts LLP
BrandExtract,LLC
Chaline
ContentActive
Essex Woodlands
Health Ventures
Oracle
Padgett Group
RoundTableau, LLC
Solutions Experts
Tribe Design
Vinson & Elkins LLP

BRONZE

Austin Ventures
Bank of America
BBVA Compass
Carlson Capital, L.P.
Energy Valley, Inc.
Goldman Sachs
Greenberg Traurig
Haynes & Boone
hfbe Investment Banking
Huron Consulting Group
NCIIA
Sevin Rosen Funds
Thank you, 120+ RBPC Sponsors!!
Thank you, RBPC Team/Table Sponsors!

International Reception Sponsors

Career Management Center

Jones Graduate School Entrepreneur Organization JGSEO

British Consulate – General Houston

John and Laura Arnold

Tom and Mary Bates

International Reception Sponsors

[Logos and Images of Supporters]
Outcomes
Rice Alliance has assisted in the launch of more than 250 companies

- These companies have raised more than $505 million in funding
- More than 750 start-ups have been showcased over the last 9 years
There have been 40 Rice affiliated start-up companies over the past 9 years (top ten in start-ups/research $)

1. Advanced Biosciences* - (Matsuda)
2. Advanced Reality* - (Ruths- grad student)
3. Applied NanoFluorescence - (Weisman)
4. Aristan Medical - (Athanasiou)
5. BetaBatt - (Engel)**
6. BI02 Medical**
7. BioCure*
8. BioSonic – (Liebschner)
9. Cambrios (affiliated company) - (Smalley)
10. CNI (now Unidym) - (Smalley, Hauge, et al.)
11. Desmogen* - (Mikos)
12. Ensysce Biosciences - (Weisman, Wilson)
13. Glycos Biotechnology - (Gonzalez)
14. Houston Medical Robotics - (O’Malley)
15. itRobotics - (Ghorbel)**
16. LabNow
17. LaserGen (BCM-Metzger; Rice-Curl)
18. Mango Communication*
19. Mass Specific Force - (Weyand)
20. Molecular Electronics Corp* - (Tour)
21. MTPE (Museums Teaching Planet Earth) (Reiff)
22. Nano 3D Biosciences (Killian and Rafael)
23. NanoComposites (Tour)**
24. Nanopartz (Zubarev)
25. NanoRidge (Barrera et al.)
26. Nanospectra Biosciences (West and Halas)**
27. NatCore (Barron)
28. NewCyte (Barron)
29. OrthoAccel**
30. Oxane Materials (Barron)
31. ProMedior (Gomer)
32. Semmt**
33. Smart Imaging Technology**
34. Solterra (Wong)
35. Somatogen* - (Olson)
36. Stellarray**
37. Trellis* (affiliated company) - (Gomer)
38. Vanguard Solar – (Barron)
39. Xilas Medical (affiliated company) - (Athanasiou)
40. InView Tech – Bob Bridge (Baraniuk)
41. Rebellion Photonics

* Inactive  ** 9 have received funding from Texas Emerging Technology Fund
Rice University Alumni Impact Study

• Surveyed 42,350 alumni - July 2008
• **27.5% of respondents** had founded one or more companies
• **41%** of these had founded 2 or more
• Annual revenues of **$42 billion**
• Created **150,000 jobs**

• **22%** of Jones School alumni have founded companies
• Annual revenues of **$1.5 billion**
# Attendees at Rice Alliance Events

#, Cumulative

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>4,000</td>
</tr>
<tr>
<td>2002</td>
<td>6,110</td>
</tr>
<tr>
<td>2003</td>
<td>8,195</td>
</tr>
<tr>
<td>2004</td>
<td>12,070</td>
</tr>
<tr>
<td>2005</td>
<td>14,765</td>
</tr>
<tr>
<td>2006</td>
<td>17,340</td>
</tr>
<tr>
<td>2007</td>
<td>19,745</td>
</tr>
<tr>
<td>2008</td>
<td>24,015</td>
</tr>
<tr>
<td>2009</td>
<td>26,088</td>
</tr>
<tr>
<td>2010</td>
<td>29,499</td>
</tr>
</tbody>
</table>
Rice Alliance Digest Newsletter

# Subscribers
Attendees at Rice Alliance Venture Capital Forums
Average # per Event

Attendees: 132, 229, 330, 379, 397, 427, 433, 484, 458, 483
Rice MBA Program Summary

• Breath and depth of course offerings: 28+ courses
• Teaching awards
• Experiential opportunities (curriculum & non-curriculum)
• 22% of Rice MBA alums have started companies
• 250+ start-ups assisted: mentoring, funding, eco-system, etc.
• Rice Business Plan Competition - $1 million
• Encourage broader societal impact
  ➢ Rice Education Entrepreneurship Program (REEP)
  ➢ Social Entrepreneurship (Rwanda)
  ➢ Life of Meaning
• Technology commercialization
• Life case studies:
  ➢ Classroom – Rice MBA alums return
  ➢ Technology Venture Forums – import VCs and entrepreneurs
  ➢ Silicon Valley Trek
Innovativeness and Uniqueness

- Structure: Strategic Alliance of the Schools of Engineering, Science, & Business, along with the Vice Provost of Research and Technology Transfer
- Unique course offerings (e.g., REEP: education entrepreneurship)
- Life of Meaning
- Technology Venture Forums – bringing venture capitalists and start-up companies to the MBA students
- Silicon Valley Trek: taking the students to the VCs and start-ups
- Business Plan Competition: 225 judges, $1 Million in prizes, 100+ student volunteers
- Integration with engineering, science and technology transfer to facilitate technology commercialization and multi-disciplinary start-ups
- Next Cool Idea Weekend
- Formalized Mentoring Process from Jones Alumni: Jones Graduate School Entrepreneur Organization (JGS EO)
- Rwanda Trip…refining the business plan in the field
- Collaborations with Texas Medical Center and other local organizations
- Funding model (annual underwriters, memberships, & sponsorships)
Summary

Quality and Effectiveness

- 22% of all Jones alumni have founded companies
- Key faculty have won national recognition for teaching (Napier & Williams)
- Assisted in the launch of over 250 companies during the past 10 years, raising more than $250 million
- Rice Business Plan Competition (RBPC) – largest & richest intercollegiate competition
- Over 95 past RBPC competitors have successfully launched their companies, raising more than $233 million
- Over 1,000 speakers have participated at Rice Alliance programs
- Over 29,000 students & other individuals have attended Rice Alliance programs
- Large eco-system of mentors, investors, service providers created
- Established partnerships with other regional entrepreneurial organizations (e.g., Houston Technology Center, BioHouston, Greater Houston Partnership, etc.)
- Previous recognition from USASBE, GCEC, Stanford Technology Ventures Program (STVP), Ernst & Young, and others
- Recognition from Princeton Review and Entrepreneur Magazine (#6 in the U.S.)
Completeness and Comprehensiveness

- Offer approximately 28 entrepreneurship courses, including 6 foundational courses
- Offer in-depth courses in 7 specific areas within entrepreneurship (e.g., life science entrepreneurship, family business, etc.)
- Offer additional “for credit” internships and Action Learning Project
- Opportunities for summer internships in start-ups and/or venture capital
- Extensive opportunities for experiential education, including competing in Rice Business Plan Competition and/or other competitions
- Created relationships with numerous angel and venture capital organizations
- Students have a variety of ways to network and obtain mentoring
- Extensive entrepreneurship eco-system and network has been created
- Technology Venture Forums provide an opportunity to learn from and network with entrepreneurs and venture capitalists, and see promising start-ups
Summary

Sustainability

- The Rice entrepreneurship program is supported financially by over 500 individuals and corporations.
- The level of support for the Rice programs has grown every year, despite the economic downturn in 2008.
- Currently the programs are supported by more than 45 annual underwriters who contribute between $5,000 per year and $150,000 per year.
- More than 100 corporations and individuals sponsor the Rice Business Plan Competition and other events during the year.
- In addition, the Rice Alliance has more than 400 individual and corporate members.
- This diversity in support provides a strong platform to ensure program sustainability.
- We are also in the process of securing major endowment.
- Moreover, the structure of the Rice Alliance as a strategic alliance of the Schools of Engineering, Natural Sciences, and Business, along with the office of research, ensures broad internal support for our programs.
Transferability

- We are committed to sharing best practices and actively participate in USASBE and GCEC for that purpose.
- We co-founded a Texas version of the GCEC, called the Texas University Network for Innovation and Entrepreneurship (or TUNIE), in order to share best practices across all of the Texas universities.
- Our curricular offerings are readily transferable, depending on the specific interest of other universities.
- We have provided information about our business plan competition to numerous other schools.
- Our approach of bringing in outside venture capital and entrepreneurial speakers is particularly well suited for regions such as Houston that do not have a strong base like the West Coast and East Coast schools.
- Our processes for technology commercialization and proactive approach for involving students in University start-ups is very appropriate for most research institutions.
Rice University
Jesse H. Jones Graduate School of Business

Brad Burke, Managing Director
Rice Alliance for Technology and Entrepreneurship
bburke@rice.edu 713-348-6136

2011 USASBE Conference
Finalist: National Model MBA Entrepreneurship Program
January 13-16, 2011