



INNOVATION & IP

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Amit Shah
ARTIMAN



DO VCS FUND HARD SCIENCE?

- CYCLICAL HERDS
- 2000 MELTDOWN CAUSED VCS TO LOOK FOR CHEAPER STARTUPS
 - SOFTWARE WAS PERCEIVED TO BE CHEAPER TO FUND
 - CONSUMER WAS PERCEIVED TO BE “FAST FAIL” MODEL
- CONSUMER/SOCIAL CYCLE OVER
- MOVE TO ENTERPRISE, HARDWARE



BACKGROUND ON ARTIMAN

- VERY EARLY STAGE VENTURE FUND
- FUND \$500K-\$10M PER DEAL
- SECTOR AGNOSTIC: LIFE SCIENCES TO MATERIAL SCIENCE TO S/W & H/W
- “WHITE SPACE”: FIRST TO MARKET, LARGE MARKETS (\$10BN TAM), MULTI-DISCIPLINARY
- PALO ALTO-BASED AND AN OFFICE IN BANGALORE, INDIA
- 6 SPINOUTS FROM UNIVERSITIES TO DATE SINCE 2007



SOURCE OF VENTURE FUNDED STARTUPS

- 20% ENTERPRISE EXECUTIVES LEAVING WITH MARKET KNOWLEDGE
- 10% TECHNOLOGISTS LEAVING RESEARCH LABS TO CREATE STARTUPS
- 30% ENGINEERS LEAVING CORPORATES
- 10% PROFESSORS / GRAD STUDENTS CREATING STARTUPS
- 10% UNDERGRADUATES CREATING STARTUPS
- 20% REPEAT ENTREPRENEURS



UNIVERSITY STARTUP MODES

- PROFESSOR/GRAD STUDENT MOTIVATED TO DO STARTUPS



ARTIMAN MODEL

- UNIVERSITY PROGRAM STARTED IN 2009
 - VISIT UNIVERSITIES PERIODICALLY WITH 2 TO 3 DAY PROGRAM WITH SEVERAL PARTNERS, ENTREPRENEURS, ECOSYSTEM PARTNERS
 - MEET 15-20 PROFESSORS IN DIFFERENT FIELDS WHO MIGHT BE INTERESTED IN STARTUPS
 - EDUCATE AND SHARE KNOWLEDGE OF MARKET (BREADTH) TO COMPLEMENT THE TECHNOLOGY DEPTH OF PROFESSORS/GRAD STUDENTS
 - EXPOSE SILICON VALLEY PERSPECTIVES TO NON VALLEY UNIVERSITIES



ARTIMAN OBSERVATIONS

- **DESIRE AMONGST UNIVERSITIES TO COMMERCIALIZE MORE (STARTUPS ARE SEXY for now)**
- **INCUBATORS, STARTUP FACILITIES, FACULTY HELP , SMALL UNIVERSITY VENTURE POOLS ALL THE RAGE**
- **BUT THERE ARE GAPS & CHALLENGES....**
 - BUDGET CONSTRAINTS ON HOW MUCH TO PATENT AND WHAT TO PATENT? HOW TO DECIDE?
 - LICENSE OR STARTUP?
 - COST CENTER V/S PROFIT CENTER
 - **CRITICAL GAP FROM RESEARCH TO PROTOTYPE TO “MANUFACTURABILITY” TO VIABLE STARTUP;**
 - GOVT. FUNDING/ UNIVERSITIES / VCS COULD DO A BETTER JOB OF ALIGNMENT



KEY AREAS OF INTEREST

- MANUFACTURING TECHNOLOGIES
 - Manufacturing coming back to the US
- MATERIAL SCIENCE
- DIRECT TO CONSUMER MEDICAL DIAGNOSTICS
- ALGORITHMIC APPROACHES
- And anything that might make us money