



## 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

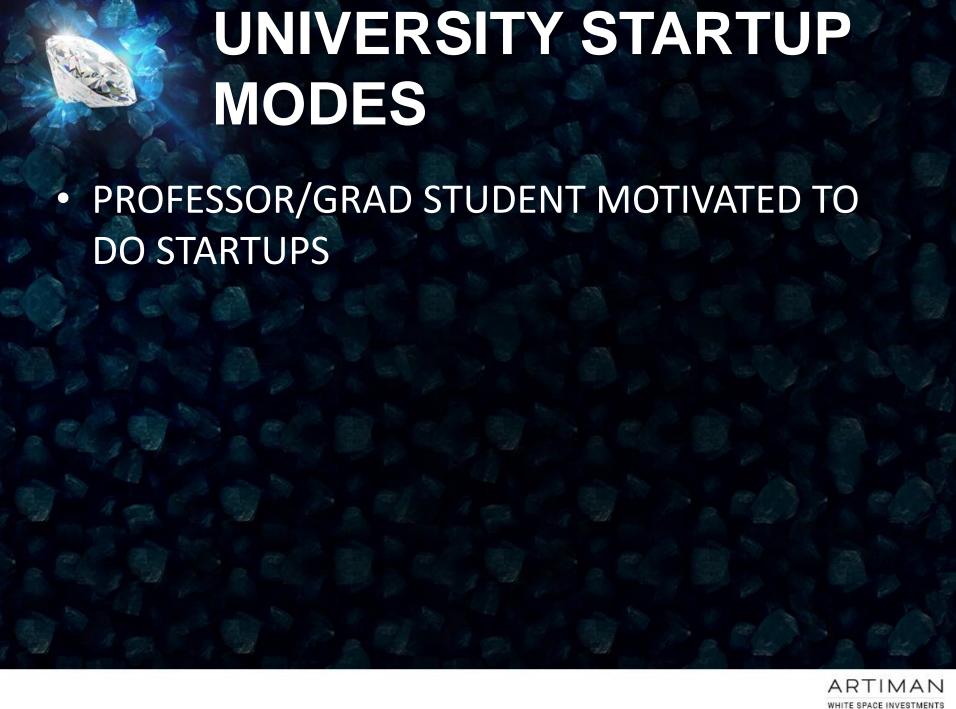
# BACKGROUND ON ARTIMAN

- 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



#### **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 PERSPECITVES 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



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