



WHITEBOARD
2BOARDROOM

BRINGING TECHNOLOGY TO MARKET



WE CREA+E INNOVATIONS

2016 ANNUAL REPORT

INNOVATIONS GROW **HERE**

Solar-powered cell phone chargers. New medical treatments for HIV. Laser technology to measure football downs. A complete redesign of the antiquated and uncomfortable crutch. New therapies for breast cancer. Password protection that identifies users by scanning the unique veins in their eyes.

“ Whiteboard2Boardroom was integral in getting the word out about the technology developed at UMKC. From their effort, I found the technology that is the basis for our company, EyeVerify.”

—TOBY RUSH, founder of EyeVerify,
a business that went from university technology
to \$100 million exit

These innovations, and so many more, are disrupting their industries, and they were all created and commercialized in the Kansas City region, with the help and connections of Whiteboard2Boardroom (W2B).

From water purification to medical devices, from engineering to biodiesel, W2B provides a very early look at innovations on their way toward commercialization, helping identify homegrown innovations and match them with entrepreneurs who can take them to market.

Established in 2009 through a National Science Foundation Partnership for Innovation grant to the UMKC Innovation Center, W2B was founded to make the right technology connections between research institutions, entrepreneurs and corporations.

The program began as a bistate partnership among four local area colleges and universities and has grown into a regionwide collaboration, reaching across urban centers and rural communities, from Wichita, Kansas, to Rolla, Missouri. Its 21 research institutions collect more than 400 new innovations per year that are available for licensing to established companies or to serve as the basis of a new startup company. This activity has yielded 29 new business starts over the past three years.

PIPELINE of INNOVATIONS

At any given time, W2B is working with a number of innovations in the community to help advance them to the marketplace. Looking at their underlying technologies, you can begin to see the significant pipeline of innovations coming from the region.

NETWORK

research institutions, hospitals, entrepreneurs and corporations, ready to accelerate regional innovation

21

regional partners that include corporations, hospitals, academic and research organizations

525

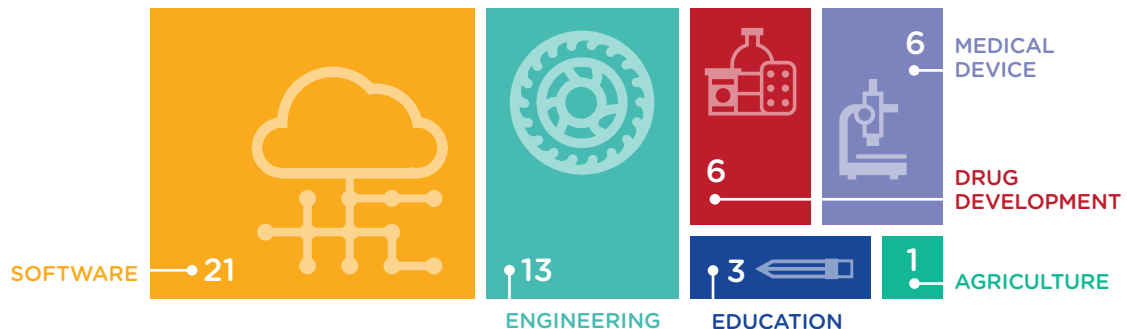
entrepreneurs and companies assisted across the region

400+

new innovations available for licensing each year

MATCH

innovations with mentors, CEOs, resources and capital that can help move these W2B projects through the pipeline



ADVANCE

projects toward commercialization

29

new startups facilitated

97

new jobs

\$15.9M

in **follow-on funding**

PARTNERS

IN COLLABORATION >>>

> TO BRING NEW INNOVATIONS TO CORPORATIONS

When **Black & Veatch** (B&V) was shopping for innovations to grow new business initiatives, its Growth Accelerator reached out to Whiteboard2Boardroom (W2B) and subscribed to its Tech Alert System.

W2B Tech Alert System matches technologies that are available for licensing from research institutions, hospitals and corporations across the region with local entrepreneurs and established businesses like B&V that can move those ideas to market. Tech Alert stimulates applied research, leverages innovation in the marketplace and assists in linking technology innovators to their best possible commercialization opportunities.

Corporations and entrepreneurs pay a modest yearly subscription fee. Subscriptions to W2B Tech Alert are available to military veterans at no cost.

“ The W2B Tech Alert System provides relevant information, connecting our Black & Veatch Growth Accelerator to new opportunities and innovative technologies. Our team identifies and incubates new business initiatives at Black & Veatch and we are driving an entrepreneurial mindset to deliver viable solutions globally. ”

—LAURA ADAMS, founding member of B&V Growth Accelerator

> TO ACCELERATE SMALL BUSINESSES

In the hands of small business owners and entrepreneurs, government-funded technology research becomes more than just “research.” It becomes products, services, jobs and shared prosperity. However, small businesses claim many fewer government contracts than large businesses.

Ivan Drinks Sr. of **Reality Technology, Inc.** teamed with W2B to match small businesses with technology research out of universities and other institutions to help small businesses better position their companies to secure government contracts. Through its RS Compliance Manager™ software system, this partnership is helping small business owners find new markets, new technologies and new opportunities.

READY TO MOVE IDEAS TO MARKET?

W2B Tech Alert System is a yearly subscription service that matches technologies with entrepreneurs and established businesses that can move those ideas to market.



> TO PROVIDE ENTREPRENEURIAL TRAINING TO MEDICAL RESEARCHERS

One way to accelerate innovation is to put entrepreneurial tools directly in the hands of medical researchers.

That's the goal of W2B and **U.S. Association for Small Business and Entrepreneurship** (USASBE)'s Technology Entrepreneurship Certificate Program.

In collaboration with USASBE, the **Regnier Institute for Entrepreneurship and Innovation** and the **UMKC School of Law**, W2B helped in the development of an eight-module program for biomedical and health care researchers at St. Luke's Hospital in Kansas City, Missouri, to introduce them to the "entrepreneurial mindset." The courses are led by a mix of qualified instructors on subjects of technology entrepreneurship and commercialization, and experienced biomedical innovators and entrepreneurs.

From intellectual property, tech transfer, product development, tech startup financing to venture management, participants learn how to move research toward commercialization and leave with their own innovation plan.



> TO PUT MIDWEST INNOVATION ON THE MAP

W2B works because of strong relationships with research institutions, hospitals, corporations, CEO-level talent and business development resources. Today, W2B has 21 institutional partners across the region including:

Blue Valley High School Center for Advanced Professional Studies Overland Park, Kan.

Children's Mercy Hospital Kansas City, Mo.

Honeywell FM & T Kansas City, Mo.

Innovation Stockyard St. Joseph, Mo.

Jordan Valley Innovation Center Springfield, Mo.

Kansas City University of Medicine and Biosciences
Kansas City, Mo.

Kansas State University Manhattan, Kan.

Mercy Research and Development Springfield, Mo.

Missouri University of Science & Technology Rolla, Mo.

MRI Global Kansas City, Mo.

Northwest Missouri State University Maryville, Mo.

Pittsburg State University Pittsburg, Kan.

Rockhurst University Kansas City, Mo.

St. Luke's Mid America Heart Institute Kansas City, Mo.

University of Kansas Lawrence, Kan.

University of Kansas Institute for Advancing Medical Innovation
Kansas City, Kan.

University of Kansas Medical Center Kansas City, Kan.

University of Missouri Columbia, Mo.

University of Missouri-Kansas City Kansas City, Mo.

Wichita State University Wichita, Kan.

William Jewell College Liberty, Mo.

PROJECTS

IN THE **INNOVATION** PIPELINE

EyeVerify

University Technology Transfer

Kansas City-based EyeVerify sold to Ant Financial, the payments affiliate of Alibaba, for a reported \$100 million. That was some of the biggest news to come out of the Midwest in 2016, and it all started with an introduction from Whiteboard2Boardroom (W2B) just five years ago.

In 2011, entrepreneur Toby Rush had recently made his first successful exit and was looking for his next venture as Reza Derakhshani, associate professor at the University of Missouri—Kansas City, was working alongside two other professors in the lab to perfect their eye-vein biometric technology. W2B saw the potential in this partnership, made the introduction and worked alongside Toby and Reza to bring the technology to market and birth EyeVerify.

There is much to be gleaned from EyeVerify's success and it highlights the strength of Kansas City's entrepreneurial ecosystem. The eternally humble Toby said it best: "It's taken a village to get us to where we are today. It's going to take a global village to get us to the next level."



17°73° Innovation Company

Student-Invented Technology

Almost 70 percent of people in Haiti own cellphones, yet only 12 percent have access to electricity.

As a student at William Jewell College, Conner Hazelrigg heard this lop-sided statistic and designed a solution: the Sunshine Box, a solar-powered cell phone charger. She's since turned her innovation into 17°73° Innovation Company, a startup that not only helps mobile-first users access reliable electricity, but also offers them a pathway to entrepreneurship.

Along the way, W2B answered her questions about intellectual property and for-profit versus nonprofit business models. W2B also performed an initial patent search, pointed her to information on solar power initiatives in Africa and Haiti, helped her clarify the key features and benefits of her technology and identified strategic partners and possible markets beyond Haiti.

Today, 17°73° has deployed Sunshine Boxes in seven countries with plans to reach seven more in 2017.

U2D

Commercialization Fast Track

“Our goal is to revolutionize neutron radiation detection. You can’t do that alone,” says David Hicks, CEO of U2D Incorporated. David and his team joined an existing revolution in 2014 when they obtained the exclusive license to a technology pioneered by Dr. Anthony Caruso at the University of Missouri-Kansas City. Now, the team has turned to W2B to expedite the path to commercialization.

These devices are better than any other neutron radiation detection systems on the market today because they are more portable, detect neutrons using solid state technology, instead of helium-3 gas, and are incredibly accurate. These improvements will allow the U.S. Defense Department and related agencies to detect illicit nuclear material in transit and measure radiation dose, with higher accuracy than ever before.

Someday, this neutron radiation detection system will save lives and improve national security. With help and guidance from experts like W2B, that day will come even sooner.



FeedMeLoCL

University Collaboration

An estimated \$260 billion was spent by restaurants on food supplies in 2015. Doug Wager and his cofounders at FeedMeLoCL, LLC want to create a technology platform that enables a higher portion of that spend to be on fresh, local food.

“It takes a lot of meaningful relationships to move innovation forward, especially if you are still learning the industry you are trying to disrupt,” says Doug, who has spent his career thus far in health information technology.

W2B helped build some of those relationships by making introductions to key leaders at Kansas State University, which in turn enabled him to submit an SBIR grant in “record time” and seeded a mutually beneficial relationship that continues to this day.

“Agriculture is the largest industry in Kansas and our goal is to support its continued success,” says Cary Rivard, assistant professor and director at the K-State Research and Extension Center. “Relationships we have with forward-thinking entrepreneurs like Doug are priceless to our efforts.”

ALSO IN THE PIPELINE

Here are more technologies currently being developed with the help and connections of Whiteboard2Boardroom.

ASUUN is a wearable device that helps caregivers track a patient’s movements.

BONEMAY CEMENT is a bone cement material for joint replacements and other surgeries.

CARDIOPTIMUS is a safety device for use in transcatheter aortic valve replacement.

EUCYTE is a screening method that efficiently finds new drugs for the treatment of disease.

INNOVATIVE HEALTH MEDIA organizes a patient’s health status to help communicate with multiple providers.

LARIAT GENOMICS designs drug compounds for treating HIV.

LAZSER DOWN offers digitally displayed real-time down and distance feedback on the football field.

MOBILITY DESIGNED crafts innovative mobility devices for disabled users.

NVISION AG uses remote sensing to diagnose nitrogen deficiency in crops and determine appropriate levels of fertilization.

ORION BIOSCIENCE develops therapies to limit the devastating effects of autoimmune and antibody-diseases.

PATIENTSVOICESSM converts patient feedback into data analytics and metrics for hospitals.

PEP GEL develops technology that features a self-healing hydrogel for accurate 3D cell culture.

PLAY-IT HEALTH is an app that provides targeted education and tailored medical reminders.

SEEKEDGAR uses cloud technology to search companies’ filings to regulatory agencies.

URSA MEDICAL TECHNOLOGIES develops therapies for breast cancer.

ZORILLA predicts problematic interactions of a drug in the early stages of its development.

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Honeywell

 **Kansas City University**
OF MEDICINE AND BIOSCIENCES

KANSAS STATE
UNIVERSITY

KU INNOVATION &
COLLABORATION
The University of Kansas

KU THE UNIVERSITY OF
KANSAS
The Institute for Advancing
Medical Innovation

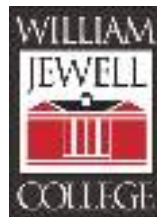
 **MISSOURI**
TECHNOLOGY
CORPORATION

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WSU | VENTURES



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4747 Troost Avenue | Kansas City, MO 64110
baxendalej@umkc.edu | 816-235-6429

www.whiteboard2boardroom.com