



FOURTH ANNUAL
INVENTORS & ENTREPRENEURS WORKSHOP

April 12 - 13, 2019

TWO DAYS DEVOTED TO CREATIVITY & PERSONAL SUCCESS

“From Your Idea to Product to Market”

Business Start-Up Conference

Fidel Conference Center

New Mexico Tech

Center for Technology Commercialization

Socorro, New Mexico

Friday, April 12

9:00 - 11:45 **FREE Educational courses – see schedule**

10:30 - all day Registration --- box lunch 10:30 – 1:00:
Hosted by: Peacock Law P.C. Albuquerque

12:00 - 12:30 **Welcome: - “Creativity and the Community”**
Dr. Stephen Wells, *President, New Mexico Tech*
Deborah Peacock, *President, NMT Board of Regents*

12:30 - 1:00 **“New Mexico’s Future Technology Economy”**
Alicia Keyes, *Cabinet Secretary, New Mexico Economic Development*

1:00 - 1:15 **Opening - Larry Udell**, *Chairman, Licensing Executives Society, Silicon Valley*
Visiting Professor – NMT, Master of Ceremonies

1:15 - 2:30 **“Invention/Technology Today – Successful Product Tomorrow”**
From Inventor to Entrepreneur – The Road to Success
How to know if your idea has potential? Should you spend time on it?

Moderator: Dr. Peter Anselmo, *Executive Director,*
Office of Innovation Commercialization, NMT

Panel: **Kathy Hansen**, *Arrowhead Center, NM State University, Las Cruces*
Dan Brooks, *Sun Mountain Capital*
Frank Etscorn, *NMT lecturer, inventor of the Nicotine Patch*
Synthia Jaramillo, *Director, Economic Development, City of Albuquerque*
Stuart Rose, *Founder, Bio-Science Center, Albuquerque*

Members of audience are invited to bring questions about their ideas to the panel. Panelists will provide answers, opinions and general guidance regarding the next steps in turning ideas into successful new ventures. We want to advise audience to keep important, not protected aspects of ideas confidential. Should my idea be pursued? Panelists will help provide advice. Audience Q & A session

- 2:30 - 2:45 Break & Networking
- 2:45 - 3:15 Special Presentation: **Molly Kocialski**, Director of the USPTO,
Rocky Mountain Regional Office
- 3:15 - 4:30 “Structure For Success: Forming, Financing and Protecting”
Moderator: **Bruce W. Jenett**, Senior Counsel, DLA Piper, Palo Alto, CA
Panel: **Craig Kenesky**, Ph.D., IP Practice Head, Wilson/Sonsini/Goodrich
& Rosati, NYC
Nola Masterson, Founder/Managing Director of Science Futures LLC
Woodside, CA
Deborah Peacock, President/CEO at Peacock Law P.C.
Albuquerque, NM
Sanjay Prasad, General Counsel, Intellectual Property International,
Palo Alto, CA
Tom Stephenson, Verge Fund, Albuquerque, NM
- This lively and interactive panel of industry experts will illuminate and discuss the various legal structures available to create and finance a new emerging technology venture, how to structure a great Board and implement effective Board-management communication, and how to identify, protect and monetize the intellectual property assets of the venture. Plus: will include an audience Q&A session.*
- 4:30 - 5:00 Special Presentation: **Lionel Leventhal**, Founder and Managing Director
at: Royalty/Revenue Interest Capital, NYC
“Funding the Future” My decades of picking winners and how?
- 5:00 - 6:00 Keynote: *Inventrepreneurship = Invention + Entrepreneurship*
William Seidel, CEO of America Invents, Inc.
Bill will cover his decades in the creation and marketing of \$2 billion worth of new products and how to abandon Myths and adopt Mastery.
He will also discuss his recently published book; “Myths & Mastery” Why Most Ideas Don’t Work and What to do About It” Audience Q & A session
- 6:00 - 6:45 Networking reception
- 6:45 - 7:45 Western Barbeque: hosted by: Wilson, Sonsini, Goodrich & Rosati, Palo Alto
- 7:00 - 8:00 “Space Port America” Virgin Galactic, Operating at Spaceport America
An executive and scientist from Virgin Galactic will provide a presentation with visual effects, on how average people will experience space travel. Located on 27 square miles of desert landscape in New Mexico, Spaceport America is Virgin Galactic’s human spaceflight headquarters and center of flight operations. Audience Q & A session

Saturday, April 13

- 7:30 - Registration and continental breakfast
- 9:00 - 9:15 Welcome, **Dr. Peter Anselmo**, Co-Chairman
- 9:15 - 9:45 Special Presentation: **John Garcia**, District Director, US SBA, Albuquerque
Dana DeRego Catron, Director of Operations,
SBIR Program Director | NM FAST

9:45 -10:15 **Special Presentation:** – Creating the Future **Katharine Ku**,
Executive Director Emerita, Office of Technology Licensing,
Stanford University - Chief Licensing Advisor, WSGR

10:15 -10:30 Break and networking

10:30 -11:45 **Participant Exercise: Solutions to a Problem**
Developing and Exercising Your Path to Success

Moderator: **Jackie Kerby Moore**, Sandia National Labs, Albuquerque

Judges: **Matt Fetrow**, Air Force Research Laboratory, Albuquerque

Rich Luarkie, NMT OIC

Nola Masterson, CEO/Founder, Science Futures, Palo Alto, CA

Chris Meyers, BDE, Feynman Innovation Center, LANL

Sanjay Prasad, Intellectual Property International, Palo Alto, CA

Each table of attendees will come up with a solution to a problem posed to the Workshop attendee/participants. Each table will have 30 minutes to come up with the best-defined creative solution they can, and then each table will have 3 minutes to present their solution to all attendees. The judges, who will be available to answer questions, will decide on the winning table --- and all attendees at that table will receive a special prize.

11:45 - 1:00 **Investing in New Mexico's Technology Future**

Moderator: **Dan Brooks**, Sun Mountain Capital, Santa Fe

Panel: **Thomas Brennan**, Partner, Arch Venture Partners Chicago & ALB

Lionel Leventhal, Royalty/Revenue Interest Capital, NYC

Jackie Kerby Moore, Sandia National Labs, Albuquerque, NM

Paul Silverman, Geltmore Capital, Albuquerque

Tom Stephenson, Verge Fund, Albuquerque

All these investors will discuss their view of the opportunities and what they are seeking in new investments. **Audience Q & A session**

1:00 - 2:15 Networking and box lunches: Hosted by: **Air Force Research Laboratory**
Personal Planning Session: Applying the Ideas
Designing and developing your prototype – What are the options?
The Business Plan, how many pages? How much funding do I need?

This is an open Q&A session with program panelists

Moderator: **Dr. Peter Anselmo**

Here is a session where you can ask all your questions and hopefully discover all the answers. Whatever you want to know, from early stage inventing to starting your business to building a team and raising the needed funding.

2:15 - 3:30 The **WOLVES DEN**: New Mexico Tech presents the "Wolves Den"
Like the popular Shark Tank, a panel of investors will screen qualified presentations seeking funding by pre-qualified presenters.

Judges will be from the program presenters

3:30 Closing comments by **Dr. Stephen G. Wells**, President, New Mexico Tech

SEE YOU NEXT YEAR!

REGISTRATION

Students with ID, all schools	\$25.00
Seniors (65+) military, veterans and special needs	\$45.00
Early registration, before March 15 th	\$75.00
Registration	\$95.00
At the door	\$125.00

Registration includes: two box lunches, cocktail reception, barbecue dinner, continental breakfast, break refreshments and all types of life changing information

ADDITIONAL INFORMATION:

The Wolves Den judges will be comprised of six of the presenters.

Competition starts on January 15, 2019 and will end on March 20, 2019 to select 5 presenters for the Wolves Den. They will compete for funding and/or legal in-kind services.

Inventors attending cannot bring their prototype, etc. to the event unless they have been chosen as one of the five for Wolves Den. Prototypes cannot be shown in advance of presentation.

Lawrence J. Udell
Program Co-Chairman
larry@les-svc.org
575.835.5440 - Cell: 510.914.8449

03/26/19