



**A GUIDE TO UT AUSTIN'S
STARTUP ECOSYSTEM**

HERB KELLEHER CENTER



UT AUSTIN is **#18** among top public schools nationwide.

U.S. News & World Report, 2016

AUSTIN is the **#1** city for startup activity.

The 2016 Kauffman Index

UT AUSTIN ranks **#8** in the world for educating startup founders who successfully raise money for new ventures.

Business Insider, 2016

MCCOMBS SCHOOL OF BUSINESS has one of the **top-ranked** entrepreneurship programs in the world.

Bloomberg Business, 2013



ENTREPRENEURSHIP & INNOVATION TWO WORDS SYNONYMOUS WITH UT AUSTIN

As a top-notch research institution devoted to changing the world, The University of Texas at Austin believes it's critical to foster the entrepreneurial spirit that runs deep in all of our colleges and schools. The ultimate measure of our success is preparing leaders and transforming society. That's why we've found dozens of ways to educate our student entrepreneurs, encourage local startup community engagement, support tech commercialization, and serve as an intellectual hub for pioneering research and enterprise.

Our cutting-edge programs, resources, events, and opportunities have helped establish UT Austin as an essential engine of the booming innovation and knowledge economy, and we're proud to be at the forefront of the intersection of higher education, innovation, and entrepreneurship. As the flagship university for the world's 12th-largest economy, our scale, resources, and pioneering spirit uniquely position us to drive change and accelerate the pace of progress. We are limited only by the scope of our vision.



THE UNIVERSITY OF TEXAS AT AUSTIN STARTUP ECOSYSTEM

OFFICE OF THE VICE PRESIDENT OF RESEARCH

1. IC² Institute

The IC² Institute was founded in 1977 as a “think and do” tank to test the belief of its founder, George Kozmetsky, that innovation, creativity, and capital can catalyze regional economic development through the active and directional collaboration among the university, government, and private sectors.

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a. Austin Technology Incubator (ATI)

The Austin Technology Incubator is the startup incubator of The University of Texas at Austin. A program of the university’s IC² Institute, ATI has a 27-year track record of helping founding teams achieve success. ATI focuses on helping startups compete successfully in the capital markets. The incubator has strong, long-term, trust-based relationships with investors — the local angel investors community, local and national venture capital firms, and sources of public funding.

- Student Entrepreneur Acceleration and Launch (SEAL)
- Landing Pad Program
- Clean Energy, IT/Wireless, Bio/Health Sciences, Water Technology, and UT Development Portfolio

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b. Blackstone LaunchPad

A campus-based entrepreneurship program through which aspiring entrepreneurs can grow ideas of any size — whether they came up with the concept an hour ago or have thought about it for years — and gain access to expertise and outside resources (legal, marketing, insurance and sales specialists, etc.).

The program aims to drive economic development in communities around partner universities, increasing the likelihood that students remain and develop their ideas within the region. It is funded through the Blackstone Charitable Foundation, which was recognized by the Obama Administration’s “Startup America” Initiative.

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ic2.utexas.edu/blackstone-launchpad-announcement

c. Global Commercialization Group

The Global Commercialization Group creates and delivers technology commercialization training and international business development programs around the world. Innovators in Asia, Europe, Latin America, and the Middle East have received assistance from GCG in bringing their technology-based products and services to international markets.

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ic2.utexas.edu/global

2. Office of Technology Commercialization (OTC)

The Office of Technology Commercialization is responsible for the efficient transfer of university discoveries to the marketplace for the benefit of society. To support the university’s research mission, OTC:

- Evaluates, protects, markets, and licenses the university’s inventions and software
- Assists in the formation of startups
- Promotes collaboration with industry, investors, and others within the tech commercialization ecosystem
- Informs the university’s faculty on patent protection and commercialization processes

info@otc.utexas.edu

otc.utexas.edu/home.jsp

3. Southwest NSF Innovation Corps

The Southwest I-Corps Node (SW I-Corps) advances the United States’ national innovation ecosystem as a part of the National Science Foundation (NSF) I-Corps program. Through national and regional I-Corps programming, we support young scientists, leading faculty, and the greater business community across the Texas and Southwest region in testing their funded research for potential commercial applications.

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swicorps.org

OFFICE OF THE PROVOST | INTERNATIONAL OFFICE

Mandela Washington Fellowship for Young African Leaders Initiative

The Mandela Washington Fellowship for Young African Leaders, begun in 2014, is the flagship program of President Obama's Young African Leaders Initiative (YALI) that empowers young people through academic coursework, leadership training, and networking.

In 2014, UT had the honor of hosting the inaugural Mandela Washington Fellowship for Young African Leaders, the White House's signature effort to invest in the next generation of global gamechangers. During their six weeks on the Forty Acres, 25 emerging entrepreneurs from Africa were immersed in academic coursework, community service, and networking opportunities designed to educate them on business and entrepreneurship. With the help of the university and its community partners throughout Texas, these young scholars were able to develop the skills they need to shape the future of their continent — and the world.

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world.utexas.edu/iss/intercultural/yali

DIVISION OF DIVERSITY AND COMMUNITY ENGAGEMENT

Intellectual Entrepreneurship Consortium

Intellectual Entrepreneurship (IE) provides undergraduates with the resources to discover their passion and purpose and project their graduate study path. IE is a philosophy and vision of education viewing academics as innovators and agents of change. It focuses on creating cross-disciplinary and multi-institutional collaborations designed to produce intellectual advancements with a capacity to provide real solutions to society's problems and needs. IE is academic engagement for the purpose of changing lives.

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ut-ie.com

COCKRELL SCHOOL OF ENGINEERING

1. Chair of Free Enterprise

A part of UT's Mechanical Engineering Department, the Chair of Free Enterprise seeks to foster a community of entrepreneurship through various programs, research, and other initiatives. The department sponsors the entrepreneurs-in-residence programs, Graduate and Industry Networking (GAIN), and the Technology Entrepreneurship Society. The chair, Bob Metcalfe, also works with other departments to provide grants for the development of classes relating to entrepreneurship and promote the awareness of classes and programs available at the university.

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a. Entrepreneurs-in-Residence

One of the Murchison Chair of Free Enterprise programs to help the building of entrepreneurship and the entrepreneurial culture at UT is the Entrepreneurs-In-Residence program. Through this effort, successful technology-oriented entrepreneurs are encouraged to devote part of their time interacting and helping student entrepreneurs get started on the path of commercializing their ideas.

b. The Marvin Ellie Selig Center of Excellence in Entrepreneurship

The Selig Center augments the technical education for a select group of engineering students who have a keen interest in becoming entrepreneurs. The free enterprise system has taught us that a technical education and the successful pursuit of a technical career demand development of complementary capabilities in such non-technical areas as teamwork, leadership, and understanding of the commercialization aspects of engineering. Therefore, the Cockrell School of Engineering, in conjunction with the Murchison Chair of Free Enterprise, established the Selig Center to augment the technical education for engineering students who have a keen interest in becoming entrepreneurs.

2. Innovation Center

The Cockrell School of Engineering Innovation Center aims to accelerate impacts of faculty and student discoveries and inventions using startups as vehicles of innovation — in short — to help Austin

be a better Silicon Valley. Led by Ethernet inventor Dr. Bob Metcalfe, the center comprises a group of experienced entrepreneurs dedicated to helping professors and students transform their ideas and discoveries into innovations that will impact the world and change lives. They regularly meet with new and serial inventors to provide advice, answer questions, and offer connections that can help turn their projects into successful startups or significant licensing opportunities.

- Mentorship
- Innovation Grants
- Idea to Product Program (I2P)
- UTAustin stARTup Studio
- UTAustin Ideas Studio

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3. Longhorn Maker Studio

Longhorn Maker Studio is a maker space where engineering students can come and make things. It can be used for class projects, student clubs, to test an idea, or just for fun. Use of the equipment in Longhorn Maker Studio is free and no experience is required. The studio provides training to use the equipment, tooling, and printing materials and also stock a supply of raw materials.

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makerspace.engr.utexas.edu

4. UT Energy Institute

The Energy Institute fosters interdisciplinary interactions among colleges and schools across campus while serving as a portal for external audiences interested in learning more about energy research carried out at UT. The institute leverages the expertise of faculty to study critical energy policy questions, and is dedicated to broadening the educational experience of students by creating a community of scholars around energy issues of importance to Texas, the nation, and the world.

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COLLEGE OF FINE ARTS

1. Portfolio in Arts and Cultural Management and Entrepreneurship

The Portfolio in Arts and Cultural Management and Entrepreneurship is a certification program that provides students with cross-disciplinary theoretical and practical training related to the management and governance of arts and cultural organizations, and/or the business dimensions of an entrepreneurial artistic career. Further goals are to promote greater interaction among students, faculty, and others working in areas related to these fields; provide increased visibility and offerings in the field on campus; and promote interaction between Austin's cultural community and UT students, faculty, and others with an interest in arts and cultural management and entrepreneurship. The portfolio is jointly sponsored by the College of Fine Arts and the Lyndon B. Johnson School of Public Affairs, and engages faculty from across the university.

artsportfolio@austin.utexas.edu
utexas.edu/lbj/portfolio/arts

2. Center for Integrated Design

A campus-wide initiative to integrate design thinking into the curriculum across the university, the center works with faculty in fine arts, business, engineering, architecture, and computer science to allow students to study design from a multidisciplinary perspective and earn either a certificate or degree. The idea is to encourage students to use the university's many different resources to learn about design as a problem-solving system, a concept that the professional world has already embraced.

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finearts.utexas.edu/feature/news-showcase/qa-design-industry-leader-doreen-lorenzo

3. The Foundry

UT Libraries and the College of Fine Arts teamed to launch the Foundry, a maker space that allows students to turn creative ideas into reality with 3D printers, laser carving machines, programmable sewing machines, and a professional recording studio. Funded in part by a generous grant from the Hearst Foundation, the Foundry is open to all UT students.

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finearts.utexas.edu/tags/foundry

COLLEGE OF PHARMACY

UTech Dorm Room

The College of Pharmacy's Drug Dynamics Institute (DDI) and Austin Technology Incubator (ATI) collaborated to establish a wet lab space to fill a growing need in Austin's bioscience community. Wet lab space is a critical resource for life sciences entrepreneurs and small startups. The UTech Dorm Room, managed by DDI, encourages technology startups and companies to locate in Austin. A generous grant from the city of Austin and the St. David's Foundation makes possible the UTech Dorm Room, located in the College of Pharmacy's north building.

info@drugdynamicsinstitute.com
sites.utexas.edu/ddi/utech-dorm-room

COLLEGE OF NATURAL SCIENCES

Longhorn Startup Seminar and Lab

The Longhorn Startup Seminar is a lecture-based course in the fall semester that features prominent entrepreneurs telling the stories of how they founded their companies and answering any questions participants may have. Students pitch their own ideas to the class and participate in "speed-dating" events to meet potential co-founders and get advice from mentors.

The Longhorn Startup Lab is an intensive project-based course in the spring semester that identifies student entrepreneurs who are building scalable technology companies and gets them real course credit for working on their startups while still in school. These students receive weekly one-on-one mentoring sessions with successful entrepreneurs and free coworking memberships at Austin's Capital Factory. The semester culminates in a Demo Day where the students present their companies to the Austin community. Any student from any college can register for the seminar or lab.

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longhornstartup.com

DELL MEDICAL SCHOOL

1. Texas Health Catalyst

A program of Dell Medical School in collaboration with the Cockrell School of Engineering, College of Natural Sciences, College of Pharmacy, and Office of Technology Commercialization, Texas Health Catalyst aims to:

- Identify promising translational research across UT that has the potential to become a health product
- Provide timely and customized guidance on the research and development pathway from the perspective of those who have seen products go to market and impact health
- Grant seed funding for exceptional projects that may otherwise not have a source for support

TexasHealthCatalyst@austin.utexas.edu
dellmedschool.utexas.edu/texas-health-catalyst

2. Design Institute for Health

A collaboration with the College of Fine Arts, the Design Institute for Health is a first-of-its-kind initiative dedicated to applying a creative design-based approach to the nation's healthcare challenges — and rapidly integrating that perspective into medical education and community health programs. The Design Institute enables innovation by connecting people and providers with new capabilities (such as digital health technologies) and existing capabilities (such as specialized clinical centers) to better meet the needs of the community, patients, hospitals, physicians, nurses, employers, and other stakeholders.

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dellmedschool.utexas.edu/design-institute

3. Innovation, Leadership, and Discovery block

During medical students' third year, they'll have a nine-month Innovation, Leadership, and Discovery block that will give them the opportunity to craft their own medical-school experience, earning a dual degree or undertaking an independent discovery project in one of three areas of distinction, such as Healthcare Innovation and Design.

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dellmedschool.utexas.edu/curriculum/year-3

LYNDON B. JOHNSON SCHOOL OF PUBLIC AFFAIRS

RGK Center for Philanthropy and Community Service

The RGK Center for Philanthropy and Community Service turns students and practitioners into changemakers who transform communities. Today's nonprofits are being called upon to make sustainable impact on complex social issues that span systems, sectors, and nations. Through innovation and engagement with diverse communities, the RGK Center prepares nonprofit and philanthropic leaders to answer that call. The center's research addresses pressing issues in philanthropy, nonprofit management, social entrepreneurship, and global civil society.

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rgkcenter.org

MCCOMBS SCHOOL OF BUSINESS

1. Herb Kelleher Center for Entrepreneurship, Growth, and Renewal (HKC)

The mission of the Herb Kelleher Center is to create the finest academic research and teaching center focused on entrepreneurship, growth, and renewal in the United States. To that end, the center brings together university resources, leading entrepreneurs, innovative industry partners, students, and faculty from multiple disciplines and multiple colleges and universities to:

- Develop and communicate new knowledge about entrepreneurship and the entrepreneurial process
- Publish case studies in current entrepreneurship
- Develop and deliver outstanding program in entrepreneurship
- Encourage and facilitate the development of successful entrepreneurs

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mcombs.utexas.edu/Centers/Kelleher-Center

a. Entrepreneurs-in-Residence

The HKC Entrepreneurs-in-Residence (EIR) program was developed to bring highly successful entrepreneurs on campus to work with faculty, staff, and students seeking advice on launching their own entrepreneurial venture. The EIR role provides students, faculty, and staff access to advice and ideas from an individual who has been very successful in

the field of new venture creation and innovation. EIRs are ready to meet with and provide guidance for those looking to launch a startup.

2. Master of Science in Technology Commercialization

The university's Master of Science in Technology Commercialization (MSTC) is a one-year master's program from the McCombs School focused on the intersection of business, technology, and innovation. Meeting on alternating weekends oncampus and online, Texas MSTC students learn the business skills to profitably launch new innovative technology products into the marketplace, either within a corporation or a venture of their own, all without career interruption. The program is taught by top-ranked McCombs faculty, and focuses on experiential learning designed to teach the skill-set needed to compete in a global economy continuing. Launched in 1996 out of the IC² Institute, it combines cutting-edge technology, hands-on entrepreneurship, and world-class education, resulting in the creation of innovative ventures and products.

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mcombs.utexas.edu/MSTC

3. Texas Venture Labs (TVL)

Jon Brumley Texas Venture Labs (TVL) at UT is a campus-wide initiative to accelerate startups in taking their innovations to market in order to transform graduate students into entrepreneurs and business leaders.

InfoTVL@mcombs.utexas.edu

mcombs.utexas.edu/Centers/Texas-Venture-Labs

4. Venture Fellows

Venture Fellows was founded in 1999 to provide select McCombs MBA students the unique opportunity to work with venture capital and private equity funds as a part of their curriculum at the McCombs School. Venture Fellows is not a student club, but rather a self-governing, non-profit organization managed by McCombs MBA students. The Venture Fellows program has developed a unique MBA practicum curriculum that focuses on the world of venture capital, private equity, and entrepreneurship.

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venturefellows.org

SCHOOL OF LAW

Entrepreneurship and Community Development Law Clinic

Clinic students provide transactional business law representation to entrepreneurs, nonprofit organizations, and community groups. Their clients are strengthening their communities through job creation, the production and preservation of affordable housing, asset-building strategies for low-income individuals, and the provision of innovative and valuable goods and services for their communities.

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SCHOOL OF UNDERGRADUATE STUDIES

Innovation, Creativity, and Entrepreneurship Bridging Disciplines Program

The Innovation, Creativity & Entrepreneurship BDP teaches students about the entrepreneurial process and the history of innovation in the United States and around the world. Through an interdisciplinary program that combines courses from business, communication, fine arts, and liberal arts, students learn how ideas, inventions, talents, and skills are developed and transformed into commercial and social ventures. At the same time, the program asks students to learn about creativity and the creative process within their own disciplines or fields.

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utexas.edu/ugs/bdp/programs/ice

STUDENT ORGANIZATIONS

1. Graduate Student Assembly | Entrepreneurship and Industry Committee

The GSA Entrepreneurship and Industry Committee aims to engage and further the interests of graduate students who want to pursue entrepreneurship. Connecting graduate students across a variety of disciplines who have a common interest in entrepreneurship, this organization fosters connections with the Austin startup community.

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utexasgsa.org

2. Innovation Through Imagination

Innovation Through Imagination is determined to provide all of its members with the necessary components to successfully create a student-run venture accelerator. Students have the opportunity to form or join groups to pursue their entrepreneurial ideas and concepts throughout the year.

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utexas.collegiatelink.net/organization/InnovationThroughImagination

3. Longhorn Entrepreneurship Agency (UTLEA)

An agency of UT's Student Government, UTLEA helps students in their quest to start businesses, wherever they may be on their journey. By giving some of the smartest students in the nation more resources to start businesses, and by enhancing a culture that celebrates entrepreneurs, UTLEA hopes to see world-changing ideas come to life more frequently and more effectively than ever before.

- Freshman Founders
- Speak
- Startup Meetup

info@utlea.org

utlea.org

4. Longhorn Genesis Program

The Genesis Program provides UT students with mentors, investment experience, and early stage funding. Students on the leadership team participate alongside mentors in activities tailored for early stage innovations and help source, screen, select, and support awardees. Funding applicants can be student innovators of any degree level from any college.

genesisprogram.org

5. McCombs Entrepreneurship Society

McCombs' Entrepreneur Society (ES) is an organization that brings together MBA students with a common interest in entrepreneurship. Counting 30% of the full-time MBA students as dues-paying members, ES is one of McCombs' largest student organizations. It is also among the most active.

entrepreneursociety@mcombs.utexas.edu

utexas.collegiatelink.net/organization/entrepreneursociety

6. Texas Enactus

Texas Enactus is a community of student, academic, and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better, more sustainable world. Using their unique skills and abilities, Texas Enactus participants design projects to create sustainable solutions for the city of Austin and beyond. They strive to promote and implement creative ideas, enable progress through entrepreneurial action, build strong relationships between each other and the community, and share their impact at Enactus competitions.

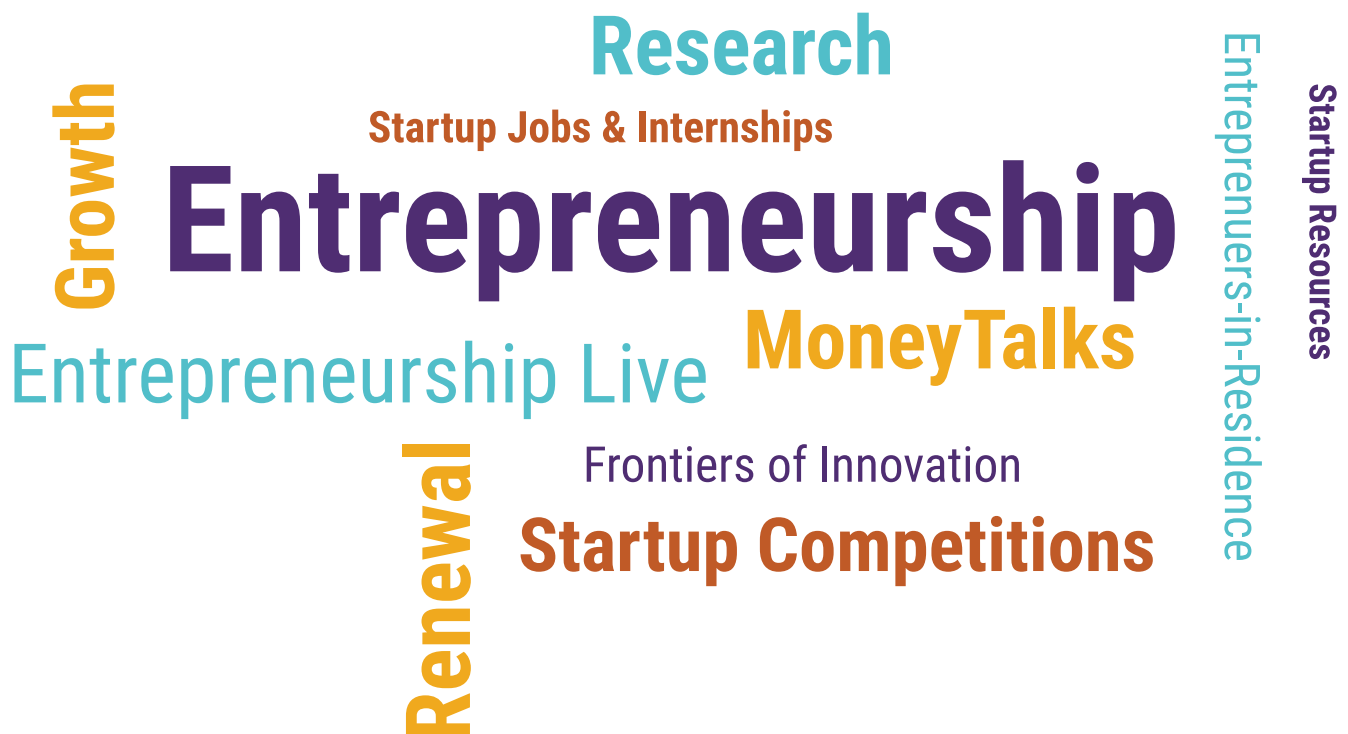
sapanpatel@utexas.edu

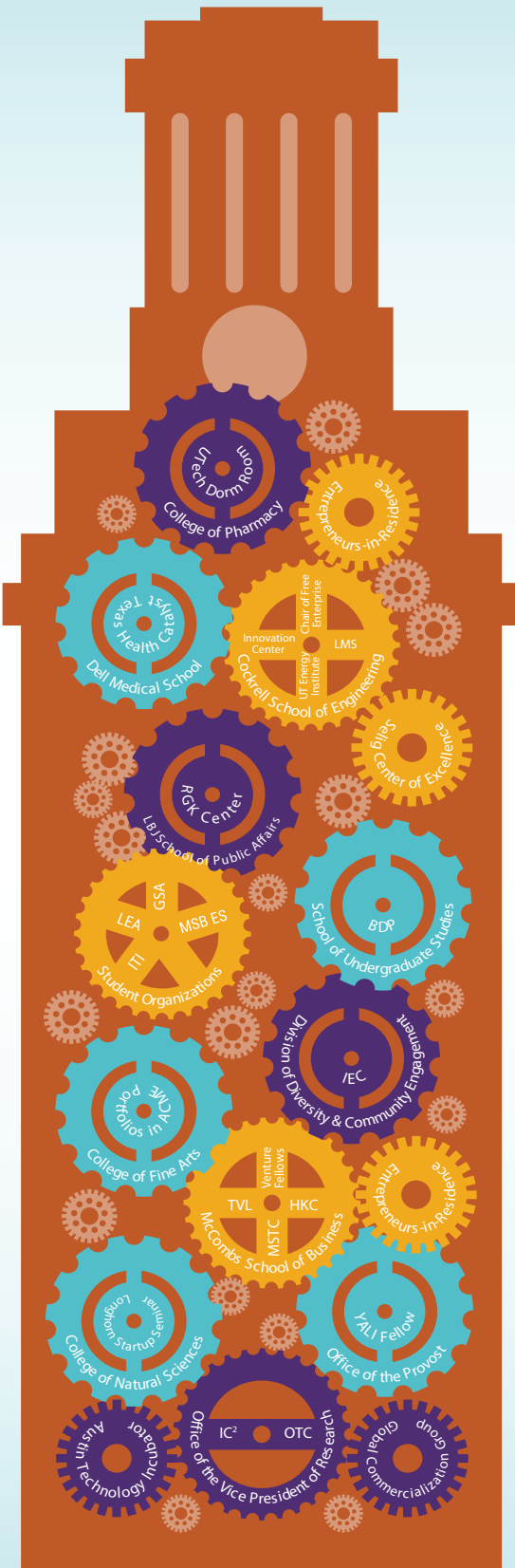
texasenactus.org

7. Texas Israeli Startup Association

This organization brings awareness of the culture and accomplishments of startups from Israel. The group aims to bring Israeli startups to campus to share their stories.

utexas.collegiatelink.net/organization/TISA





HERB KELLEHER CENTER FOR ENTREPRENEURSHIP, GROWTH, AND RENEWAL

HISTORY

In 1967, Herb Kelleher founded Southwest Airlines. Prior to this, flying was a luxury and only those that were wealthy or traveling for business used airplanes. With the start of Southwest Airlines, the industry changed. The Herb Kelleher Center for Entrepreneurship, Growth, and Renewal was founded in 2001 to provide resources to others with an entrepreneurial spirit and encourage innovation. Herb's vision and passion for positive change are reflected in the center, both in name and spirit.

VISION

The Herb Kelleher Center strives to be the pre-eminent platform for:

- Thought leadership in the areas of entrepreneurship, growth, and renewal in Austin and the state of Texas
- Academic-business collaborations that advance the management knowledge about entrepreneurship, growth, and renewal globally



TEXAS

The University of Texas at Austin

