



innovate

qb3  
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INNOVATION TOOLKIT

# innovation TOOLKIT

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**OUR RESEARCHERS ARE EXTRAORDINARY**, but many of their most promising inventions never make it to market. This isn't good enough. Society funds our research to improve health and the environment, and to stimulate economic growth. Society deserves a return on its investment, in the form of products, services, and jobs.

But it's not easy to be an entrepreneur who creates products, services, and jobs. Federal funding for a technology fades once the initial academic papers have been published. And investors won't support a young company before it has shown proof-of-concept. The result is a "valley of death" in which many promising inventions fail.

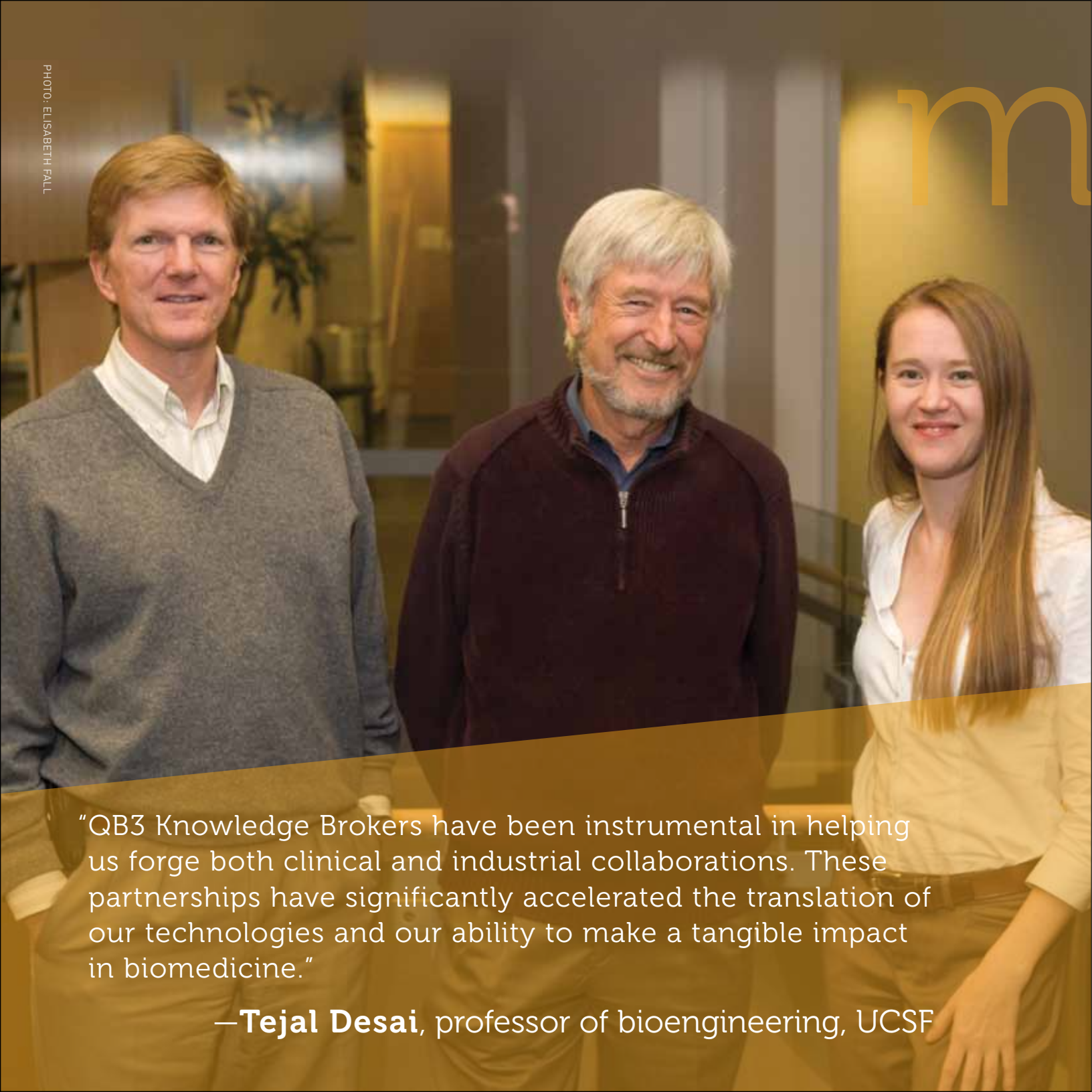
To help bridge the valley of death, QB3 has created the Innovation Toolkit, a comprehensive package of services and funding.

It all starts with the Knowledge Brokers. Knowledge Brokers are mentors with scientific credentials, years of experience advising entrepreneurs, and a network of expert contacts in business and finance.

QB3 helps turn invention into innovation through mentorship, incubation, and funding. The ultimate destination: partnership with industry, or the launch of a new company.



To get started, contact a Knowledge Broker. [innovate@qb3.org](mailto:innovate@qb3.org)

A photograph of three people standing in a modern, brightly lit hallway. On the left is a man with short reddish-brown hair, wearing a grey V-neck sweater over a white collared shirt. In the center is an older man with white hair and a beard, wearing a dark maroon zip-up sweater. On the right is a woman with long brown hair, wearing a white button-down shirt. They are all smiling and looking towards the camera. The background shows a hallway with glass railings and warm lighting.

“QB3 Knowledge Brokers have been instrumental in helping us forge both clinical and industrial collaborations. These partnerships have significantly accelerated the translation of our technologies and our ability to make a tangible impact in biomedicine.”

—**Tejal Desai**, professor of bioengineering, UCSF

# mentoring

## KNOWLEDGE BROKERS

**KNOWLEDGE BROKERS HELP** University of California researchers achieve more by stimulating collaborations, finding resources, partnering with industry, and launching companies.

While very much members of the UC scientific community, Knowledge Brokers are networked and business-savvy. Their goal is to get inventions out of the laboratory and into the marketplace.

They add value by identifying opportunities based on market needs, and by making connections between science, industry, and investors.

Knowledge Brokers mentor entrepreneurs at all stages from discovery to venture funding.

Contact a Knowledge Broker. [innovate@qb3.org](mailto:innovate@qb3.org)



**DIRECTORS L-R:**

*Douglas Crawford, Ph.D., associate director; Regis Kelly, Ph.D., director; Tracy Saxton, Ph.D., alliance management director; Marc Shuman, M.D., clinical director*

“Marc Shuman introduced me to Laura Esserman. Our collaboration with Dr. Esserman was transformational for my group. It solidified our commitment to cancer genomics, which has blossomed into a major part of our research, and has attracted our best and brightest graduate students.”

—**David Haussler**, professor of biomolecular engineering,  
UC Santa Cruz

**QB3 ALSO WORKS WITH OUR CLINICAL ASSOCIATES** to identify unmet medical needs for scientists and engineers to tackle, and to help prospective entrepreneurs find opportunities in the biomedical market.

Clinical Associates are full-time UCSF faculty, informed by the crucible of the clinic and active as laboratory investigators.

Besides mentoring scientists, Clinical Associates hold workshops to focus on specific conditions such as Alzheimer’s disease and prostate cancer.

Clinical Associates participate in the QB3 Anti-Medical School—a course that teaches what is unknown about medicine, and identifies important problems that need solving.

To find out more, contact Marc Shuman. [innovate@qb3.org](mailto:innovate@qb3.org)

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PHOTO: ELISABETH FALL

CLINICAL SERVICES  
oring

# mentoring

## QNVC/SEMINARS



### **QB3'S NEW VENTURES CONSULTING (QNVC)**

builds teams of researchers and MBA candidates who conduct 8-12 week market opportunity analyses for prospective or nascent companies.



### **QB3 ENTREPRENEURS' DISCUSSION SERIES (QED)**

presents monthly seminars at UC Berkeley and UCSF on moving inventions to market. Attendees meet entrepreneurs, angel investors, venture capitalists, patent lawyers, and other experts.

### **QB3'S ENTREPRENEUR IN RESIDENCE PROGRAM**

takes advantage of the rich network of experienced biotech entrepreneurs in the Bay Area. We actively link prospective entrepreneurs with seasoned advisors who can inspire and potentially lead start-up teams. Need advice—or want to volunteer? [innovate@qb3.org](mailto:innovate@qb3.org)



PHOTO: SF BUSINESS TIMES

“The team did a great job determining the strengths and weaknesses of alternative markets. I recommend QNVC to anyone wanting to determine the marketability of a product in a short period of time.”

—**Ilya Chorny**, founder and CEO, Simprota Corp.

# catalyst fund

**QB3'S \$1 MILLION/YEAR CATALYST FUND** provides the scarcest dollars—support for proof-of-concept research so that companies can apply for commercial funding.

The Rogers Bridging-the-Gap Awards, created by the Rogers Family Foundation, play a leading role in the fund. Rogers awards support research leading to a patent or a new company that can attract venture capital. The awards provide up to \$250k in funding and the resources of the Innovation Toolkit.

Rogers awards are administered by QB3 in an annual competition. To be considered, proposals should lay out a plan for exciting science with a high chance of commercial success. Review includes consideration by a panel of venture capitalists.

The Catalyst Fund has fueled several companies in the QB3 incubator network, including Omniox and SeaChange Pharmaceuticals.

For more information, visit [www.qb3.org](http://www.qb3.org) or contact a Knowledge Broker. [innovate@qb3.org](mailto:innovate@qb3.org)

The logo for the Rogers Family Foundation is a blue square with the text "ROGERS FAMILY FOUNDATION" in yellow, serif, all-caps font, arranged in three lines.

ROGERS  
FAMILY  
FOUNDATION



“The enthusiasm, focus, and generosity of the Rogers family and QB3 catalyzed the project, which has now attracted funding from several major life sciences companies.”

—**Amy Herr**, associate professor of bioengineering, UC Berkeley

# industry

## ALLIANCES

"Only by forming collegial relations with industry partners can we bring the practical benefit of academic research to society."

—**Regis Kelly**, director, QB3

**QB3 RECOGNIZES THAT COMPANIES** are groups of creative scientists and business leaders focused on solving major challenges to society. We bring academics and industry together in mutually beneficial alliances to overcome barriers to innovation, and then actively manage the relationships to maximize success.

Abbott Diagnostics and QB3 collaborated to create the UCSF Viral Diagnostics and Discovery Center, which detects and characterizes pathogenic viruses responsible for acute infections and chronic diseases such as cancer. The center employs the ViroChip, developed by QB3 member Joe DeRisi, Ph.D., and Clinical Associate Don Ganem, M.D., and is directed by QB3 clinician and researcher Charles Chiu, M.D., Ph.D.

Nikon, QB3, and UCSF partnered to build the UCSF Nikon Imaging Center, which features seven state-of-the-art microscopes and expert scientific leadership. The center enables microscopy applications to new challenges in biology.

Pfizer and QB3 established a three-year, \$9.5 million dollar collaboration to speed the translation of basic research discoveries into diagnostics, drugs and other treatments. The program has already funded 14 projects in its first 2 years.

Explore what QB3's industry partnerships can do for you.

**[innovate@qb3.org](mailto:innovate@qb3.org)**

# incubator

## NETWORK



"Being in the Garage made it easy to work closely with UC faculty. We established 16 different collaborations, which helped identify unmet medical needs and drove our lead product development."

—**Jeff Jensen**, CEO, Fluxion Biosciences

**IN THE SOFTWARE INDUSTRY,** there has been a shift over the last decade to the concept of the “lean startup.” The lean startup launches with minimal personnel and capital, and evolves through early product release and an agile response to frequent customer feedback.

QB3 is developing a similar model to fostering new biotech companies. We are committed to increasing efficiency by lowering the cost of starting a company; providing access to university resources; promoting collaborations with academic researchers; and building better communication and partnerships with industry.

Lean biotech startups are made possible by an essential component of the Innovation Toolkit: the QB3 incubator network. Tenants of the QB3 Garage@UCSF, the QB3 Garage@Berkeley, and the QB3 Mission Bay Incubator Network can rent lab space one bench at a time; enjoy the intellectual vitality of the University of California; and take advantage of the Innovation Toolkit.

Interested in a lean biotech startup? Contact Douglas Crawford.

**[innovate@qb3.org](mailto:innovate@qb3.org)**

# incubators

**TENANTS IN QB3'S INCUBATOR NETWORK** consult with Knowledge Brokers for networking services; introductions to UC researchers for collaborations; and use of university core facilities open to outside users for modest fees. Seminars and social events are free of charge.

**The QB3 Garage@UCSF** covers 2,500 square feet on the second floor of Byers Hall. Tenants rent at least one office or multi-function room with the option to rent wet laboratory space.

**The QB3 Garage@Berkeley** in Stanley Hall features 950 square feet of laboratory space. Eight incubator stations offer bench and desk space and network connections. Tenants also share a prep bench with standard lab facilities.

Garage tenants at UCSF and Berkeley must be associated with the University of California.

**The QB3 Mission Bay Incubator Network** extends the Garage concept outside the boundaries of the university. Startups can rent microspace from our neighbors at Mission Bay, including FibroGen and Gladstone.



PHOTO: SUSAN MERRELL

"If not for the QB3 Garage, Allogartis would never have become a company. What was critical was the capability to rent true microspace at an affordable price."

—**Robert Blazej**, co-founder, Allogartis Biotechnologies

# venture fund



## Mission Bay Capital

**MISSION BAY CAPITAL** is a seed-stage venture firm focused on making pivotal, early-stage investments in bioscience companies emerging from the University of California. MBC's pro bono leadership teams QB3 executives Regis Kelly and Douglas Crawford, who have a rich knowledge of UC research, with an investment advisory committee featuring Brook Byers, Partner, KPCB; John Wadsworth, Partner, Manitou Ventures; and 7 other leading VCs.

Profits from MBC's success will be returned to UC to populate subsequent MBC funds and provide for an endowment for QB3. Our entrepreneurial approach to funding university research and education will feed the engine to meet subsequent challenges.

MBC fuels biotechnology to meet society's challenges and boost the California economy. Interested in what MBC can do for you? Contact Regis Kelly or Douglas Crawford. [innovate@qb3.org](mailto:innovate@qb3.org)

# nding

PHOTO: ELISABETH FALL

**Genentech, a UCSF spinoff, was founded with a \$100k seed investment.**

contact a QB3 Knowledge Broker

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