

## Inside:

- Results from first annual Venture Well Forum
- NCIIA grant awards: December 2008 cycle
- Spotlight on GoodGuide and World Health Imaging Alliance

## Inaugural Venture Well Forum brings together student innovators, investors

A device that detects pneumonia reliably and cheaply, home insulation made from mushrooms, and renewable energy generated from rice husks were just some of the innovative ideas presented at the inaugural Venture Well Forum at the NCIIA annual conference in Washington, D.C. The event was an exciting opportunity for innovative teams and investors to meet and consider possibilities for collaboration and future investment.

Venture Well is the NCIIA's new venture development and seed investment program for entrepreneurs developing scalable, market-oriented solutions to social and environmental problems. The program is centered around the Venture Well Forum, an invite-only, annual event where entrepreneurs engage with a collaborative network of peers, advisors and investors.

The inaugural Venture Well Forum took place on Saturday, March 21st. In addition to the Venture Well teams, participants included representatives from B Corporation, Johnson & Johnson Development Corporation, Qualcomm, Grey Ghost Ventures, The Case Foundation, the Angel Capital Association, and many others. Nine teams were chosen to participate, broken down into three categories: medical device and diagnostics, green materials, and companies serving bottom of the pyramid customers.

Continued on page 4

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## From the Executive Director

Thank you to all who attended the NCIIA 13th annual conference in Alexandria, Virginia in late March. It was an energizing and productive experience for everyone involved, with attendees ranking it among the best NCIIA conferences yet. It's the participation of our attendees that creates the experience for everyone: the presentations, discussions, and networking.

And now to next year's event: *Open*, the NCIIA 14th annual conference, held in California from March 25-27, 2010. We have issued a call for proposals; please look for it in your inbox and begin your submissions! Your presentations are the foundation of the conference. We look forward to reviewing your proposals after the submission deadline in June.

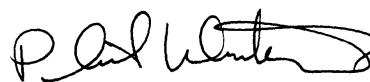
Also, we will be adding a full track of workshops during the conference focused on high impact, actionable outcomes that attendees can use to inform and improve their teaching.

This issue of *NCIIA News* features articles on the results of the first annual Venture Well Forum as well as a spotlight on two successful Sustainable Vision grantees: the World Health Imaging Alliance from Northwestern and GoodGuide from UC Berkeley. The grantees, both from the inaugural October 2006 Sustainable Vision grant round, are focusing on producing substantial positive social outcomes by providing access to vital low-cost information.

The inaugural Venture Well Forum was an exciting event for all who participated, and a promising launch of this new program; we are looking forward to working with the first cohort of participating teams throughout the upcoming year.

Lastly, I want to call your attention to the upcoming deadlines for our Advanced E-Team and Course & Program grants. The next deadline for both is December 4th, 2009. Don't miss out on the chance to strengthen invention, innovation, and entrepreneurship education at your institution through curricular development and support for the work of E-Teams.

Sincerely,



Phil Weilerstein,  
Executive Director

## Different problems, same solution

### Two Sustainable Vision grantees provide low-cost access to vital information

It's hard to go wrong when giving people access to new information: people crave it, markets need it, and the benefits often extend far beyond the initial application. Case in point: two Sustainable Vision grantees recently took a look at widely divergent problems and arrived at the same basic solution: these people need more information.

The first problem? A lack of adequate diagnostic x-ray services in poor areas throughout the world. Two-thirds of the world's population is without access to x-rays, making a process as simple as setting a broken bone much more difficult and more dangerous. And even for those who do have access, getting those x-rays developed and interpreted can be a long and complex process involving physically carting your film from place to place—all with, say, a broken arm at your side.

The solution? Form a number of strategic partnerships to provide a complete, low-cost, sustainable digital imaging solution. That's precisely what Matt Glucksberg, professor and chair of biomedical engineering at Northwestern and his diverse team of students, faculty and partner organizations are doing. Calling themselves the World Health Imaging Alliance (WHIA, [whia2009.org](http://whia2009.org)), Glucksberg's team has gone from a senior design project to a certified Illinois non-profit dedicated to bringing x-ray technology to the areas of the world that need it most.

A number of attempts have been made to do just that, of course, with mixed success. One low cost system, the World Health Imaging System—Radiology (WHIS-RAD), was developed by World Health Organization. NGOs have deployed about 1,500 of the machines throughout the world, but they are plagued by several maintenance and sustainability issues—particularly with recurring costs associated with film and chemicals. It isn't unusual to see rural clinics in the developing world with defunct WHIS-RAD machines covered in cobwebs and locked in closets.

To create a more permanent solution, WHIA has partnered with Sedecal, a manufacturer of x-ray systems, to provide WHIS-RAD machines; with Carestream Health, a medical imaging company, to provide digital (filmless) medical imaging; and with Merge Healthcare, a medical imaging software company, for the software package. On top of these partnerships, WHIA has contacts with universities located in their first test sites (South Africa and Guatemala). Close relationships with Rotary International and other organizations have provided WHIA with a lineup of future candidate sites.

In short, WHIA is well set up to tackle what has been up to now an intractable problem.

“We started this project with the modest goal of replacing film with digital technology,” said Glucksberg, “but soon realized

that all the advantages of filmless imaging that we enjoy in the developed world are even more important in resource-poor environments. There is so much that can be done when the image is data. Telemedicine, computer-aided diagnostics, and electronic medical records are all things that are needed to treat patients and track disease, whether we're talking about medical practice in Chicago or Cape Town.”

For the second problem, we have to come all the way across the globe from Africa to the west coast of the US. That's where Dara O'Rourke and his GoodGuide team ([goodguide.com](http://goodguide.com)) are creating a website that rates products based on how “good” they are in terms of social and environmental practices—part of a new movement called “eco intelligence.” Once again, it's all about information: What chemicals are in your baby shampoo? Was sweatshop labor used to make your t-shirt? What's the total environmental impact of this gallon of milk?

*How healthy is that pasta? GoodGuide's rating system at work*

Using an iPhone app, shoppers can enter a product's name on their mobile device and the site, currently in beta, replies with detailed health, environmental, and social ratings. GoodGuide has already posted a multitude of searchable products, from food to personal hygiene to household cleaners to toys.

GoodGuide has taken off quickly, going from a student startup in 2006 to receiving \$3.7 million in backing from cleantech investors in late 2008. They've garnered media attention from *Time* and *Oprah Magazine*, among others, and recently won a Crunchie award—Silicon Valley's version of the Oscars—having been voted the startup “Most Likely to Make the World a Better Place.”

GoodGuide and WHIA are two ventures on the brink of success in achieving their goal: giving people access to valuable information. Their success does indeed promise to make the world a better place.

# NCIIA grants recommended for funding: December 2008

## Advanced E-Team grants

**Revolutionary Closed System Drug Transfer Device**  
Lynn Allendorf, University of Iowa, \$18,000

**KMC ApneAlert**  
Matthew Glucksberg, Northwestern University, \$20,000

**Development of a Total Cancer Marker through Single Molecule Assessment of DNA Integrity (smDIA)**  
Jeff T.H. Wang, Johns Hopkins University, \$20,000

**PlastEco**  
David Saiia, Duquesne University, \$15,025

**SMART Kit**  
Todd Watkins, Lehigh University, \$19,600

**Development of a Novel, Low-Cost Point of Care HIV Viral Load Diagnostic for Resource-Limited Communities**  
Bertram Jacobs, Arizona State University at the Tempe Campus, \$20,000

**Restoration of Fecal Continence in Women**  
Thomas Krummel, Stanford University, \$19,166

**N-SORB: Providing Safer Environment**  
Robert Hurt, Brown University, \$20,000

**ecoMOD Home Energy and Environmental Monitoring System**  
Phineas Marshall, University of Virginia, \$15,000

**NexGEN SolarPads**  
Burt Swersey, Rensselaer Polytechnic Institute, \$19,000

## Course & Program grants

**Technological and Agricultural Entrepreneurship for a Globally Sustainable Future**  
Anthony Marchese, Colorado State University, \$31,500

**Biomedical Engineering E-Teams Without Borders**  
Alan Eberhardt, University of Alabama at Birmingham, \$31,500

**Bringing Healthcare Home**  
Amy Herr, University of California-Berkeley, \$26,500

**Enhancing Entrepreneurship Engineering Education Program Activities at Mercer University**  
Ha Vo, Mercer University, \$6,500

**SVSU Social Entrepreneurship**  
Mark Clevey, Saginaw Valley State University, \$6,500

**UR-PUCP: Collaborations for Healthcare in Developing Countries**  
Scott Seidman, University of Rochester, \$25,200

**Development of a Personal Water Purification Solution in the Philippines**  
James Abulencia, Manhattan College, \$8,000

**Moving Clean Energy Innovations to the Market and Creating Entrepreneurial Learning Opportunities Through Cross-disciplinary Student Teams at Montana State University**  
Scott Bryant, Montana State University, \$24,500

**Developing Design Thinking in Multi-disciplinary Teams**  
David Weightman, University of Illinois at Urbana-Champaign, \$34,500

**Lion Launch Pad - Center for Penn State Student Entrepreneurship**  
Elizabeth Kisenwether, Pennsylvania State University, \$28,000

**Village Empowerment**  
Jonh Duffy, University of Massachusetts-Lowell, \$31,000

## Sustainable Vision grants

**Engineering a Sustainable Business Model Framework for Scalable Mobile Entrepreneurship in the Developing World**  
Elsa Garmire, Dartmouth College, \$39,433

**Affordable Solar Thermal Microgenerator Technology for Rural Cogeneration in Southern Africa**  
Harold Hemond, Mass Institute of Technology, \$47,031

**High Efficiency Stove Microenterprise**  
Bernard Amadei, University of Colorado at Boulder, \$31,185

**Mashavu: Networked Health Solutions for the Developing World**  
Khanjan Mehta, Pennsylvania State University, \$46,850

**Clean Water and Energy Technology Enterprises for Ifugao, Philippines**  
Pritpal Singh, Villanova University, \$49,000

**GlobalResolve: Development of a Sustainable Gelfuel Business in Rural Ghana**  
Mark Henderson, Arizona State University, \$45,150

**Building a Global Sustainable Supply Chain for Appropriate Technology**  
Ken Peterson, Colorado State University, \$45,800

**Building A Global Network to Support Sustainable Information and Communication Technologies Entrepreneurship in Senegal**  
Christelle Scharff, Pace University, \$32,550

**Low-Cost Solar/Wind Drip Irrigation for Small Farmers in Developing Countries**  
John Duffy, University of Massachusetts, Lowell, \$46,839

**Sustainable Community-Based Arsenic Removal Systems in Remote Villages of Cambodia in South East Asia**  
Arup Sengupta, Lehigh University, \$47,250

**Advanced Field and Laboratory Testing for a Sustainable Solar Sanitation System**  
Kevin Caravati, Georgia Institute of Technology, \$34,333

### Medical device and diagnostics

**PneumoCheck, Georgia Institute of Technology:** Specimen collection device for diagnosing pneumonia. Safe, non-invasive, inexpensive, and accurate.

**cVision Medical Solutions, Johns Hopkins University:** Noninvasive measurement of central venous pressure (mean pressure of blood before entering the heart). Early measurement would lead to improved diagnosis of heart failure, kidney failure, and internal bleeding.

**Logimed, Inc., Stanford University:** Inexpensive device for easy closure of laparoscopic incisions made during surgery.

### Green materials

**Ecovative Design, Rensselaer Polytechnic Institute:** Natural, compostable packaging material and insulation.

**Whole Tree, Inc., Baylor University:** Proprietary composites using coconut fibers plus products from coconut pith.

**Aspen Sciences, Brown University:** Safe and effective mercury vapor capture.

### Bottom of the pyramid customers

**Husk Power Systems, University of Virginia:** Power plants using rice husks serving off-grid customers. Low cost, locally generated and operated by local villagers.

**Sproxil, Dartmouth College:** Combating fake pharmaceuticals via mobile phone. Send a text message to verify your drug is real.

**PowerMundo, Colorado State University:** Worldwide distribution network for clean tech products in emerging markets. Solar lighting, clean cookstoves, durable radios and more.

After attending the Venture Well Forum, these teams will work with NCIIA and its network of advisors to refine their business ideas, participating in an Advanced Invention to Venture workshop and several advisory meetings. During the year, the NCIIA will evaluate the teams for potential investment and connect them to other investors.

We expect to make 2-3 equity investments (not grants) of \$50,000 - \$100,000 by the end of 2009.

Joseph Steig, who initiated the I2V program for the NCIIA, is heading up Venture Well. Regarding the inaugural Venture Well Forum, Steig said that, "With our Venture Well investments and the Venture Well Forum, we hope to make a positive contribution to the ecosystem of business plan competitions and university programs that are supporting entrepreneurs with aspirations to do well and do good." ☺

## 2009 Olympus Award winners announced

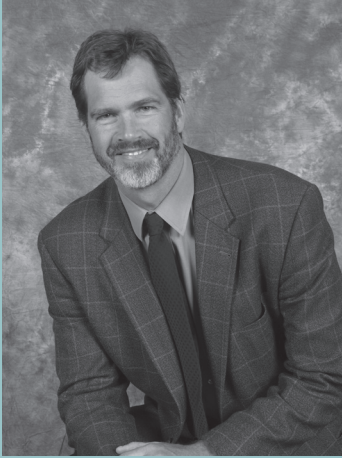
We are thrilled to announce the winners of the 2009 Olympus Innovation Award program. Michael Camp, academic director of the Center for Entrepreneurship at Ohio State's Fisher College of Business, won the Olympus Innovation Award; Gifford Pinchot III, president emeritus, and Jill Bamburg, dean emerita at the Bainbridge Graduate Institute, won the Olympus Lifetime of Educational Innovation Award; and Andrew Hargadon, associate professor in the Graduate School of Management at University of California-Davis won the Olympus Emerging Educational Leader Award. The awards, designed to recognize faculty and staff from our member institutions who have fostered or demonstrated innovative thinking in education, were announced March 20th at the NCIIA Annual Meeting in Washington, D.C.



From left: Andrew Hargadon, Michael Camp, Jill Bamburg, and Gifford Pinchot III

Michael Camp, designer of the Technology Entrepreneurship and Commercialization (TEC) Academy and the TEC Institute, won the \$10,000 Olympus Innovation Award in recognition of his work at Ohio State University, where he trains business and science students in technology commercialization and entrepreneurship. The TEC Institute is the outreach/community development arm of the program and gives OSU students access to various technologies resulting in business concepts emerging from the more than \$1.4 billion in R&D spending in central Ohio.

## Olympus Award winners, continued



*Olympus Emerging Educational Leader Award winner Andrew Hargadon*

Andrew Hargadon captured the Olympus Emerging Educational Leader Award, which recognizes an individual who has inspired innovative thinking in students in a discrete area and who the judges believe has the potential to make even greater contributions to the field in the future.

As the founding director of two key centers at the University of California, Davis—the Center for Entrepreneurship and the Energy Efficiency Center—Professor Hargadon is at the forefront of teaching, research, and practice in cross-disciplinary entrepreneurship. The centers are dedicated to promoting entrepreneurship and innovation through educational programs bridging science, engineering, and business and they provide a successful

framework for university scientists and engineers to move their ideas out of the lab and into the world.

The Olympus Lifetime of Educational Innovation Award recognizes faculty members who have demonstrated a sustained contribution throughout their careers to stimulating and inspiring innovative thinking in students in their own universities and throughout academia. Gifford Pinchot and Jill Bamburg, co-founders of the Bainbridge Graduate Institute, were jointly presented with the Olympus Lifetime of Educational Innovation Award for their significant impact on the university and local region. Their curriculum infuses sustainability and social justice principles throughout traditional MBA disciplines.

BGI's curriculum has been adopted by several other graduate schools, and is considered a leader among sustainable business programs.

Hats off to the winners! We encourage all to consider nominating yourself or another outstanding innovative faculty leader for the 2010 competition.

Visit [www.nciia.org/olympus/index.html](http://www.nciia.org/olympus/index.html) to learn more.

# open

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Next NCIIA grant application deadlines

Course & Program and Advanced E-Team grants:

**December 4, 2009**

Sustainable Vision grants:

**October 16, 2009**

**Sustainable Vision grants** (\$10,000 - \$50,000) support transformative educational programs where breakthrough technologies are created and commercialized for the benefit of people living in poverty in the US and abroad. Past grants have addressed basic human needs such as health, food, security, clean water and affordable energy for people living in poverty.

**Advanced E-Team grants** (\$1,000 - \$20,000) support commercial outcomes by moving innovative products or technologies from idea to prototype. E-Team grant proposals must demonstrate an idea's technical feasibility, potential for commercialization, and social value.

**Course & Program grants** (\$2,000 - \$50,000) are awarded to faculty and staff at colleges and universities to help improve existing curricular programs or build new programs in invention, innovation, and entrepreneurship.

To obtain the full RFP and apply online, visit [www.nciia.org](http://www.nciia.org) or e-mail [info@nciia.org](mailto:info@nciia.org).

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