Stanford eCorner

Graduating New Technologies

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Ninety percent of KPCB's new technologies come from university research, reports partner Beth Seidenberg. But how do the pieces come together? It all may begin with a good idea, but even the most brilliant and innovative technology needs a practical application for building a sustainable entity.

Transcript

This is kind of the "how" slide on how the pieces come together.. If you look at the slide, you got to start with an idea.. What we find, not infrequently, is somebody will come in and they will have fantastic whiz-bang technology, but they don't know where to apply it.. If you have technology that you can't figure out what market it serves or how to apply it, it's very very difficult to get traction and then actually build a sustainable entity around that.. Team, we talked about serving the market.. In this example, it's all about the patients.. There's a lot of components that go into it.. I'm going to give an example on a medical device company and funding and how this works, but the bottom line is the idea has to be created somewhere.. Usually, I would say 90% of what we do come out of universities.. We have some out of incubation centers, but a lot of it is out of universities..

So you need to know the tech transfer process, organizations.. How do you get an idea and move it outside of the university?..