2021 LAB TO MARKET
AWARDS CEREMONY

PROGRAM AND PROFILES

Partners Engaged in Extramural Reporting (PEER) Prize
AND
Inclusive Innovation Ecosystem Prize

PRESENTED BY

SBA U.S. Small Business Administration

FLC Federal Laboratory Consortium for Technology Transfer

WELCOME TO THE 2021
LAB TO MARKET AWARDS CEREMONY

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QUESTIONS?
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THURSDAY, FEBRUARY 18 ALL TIMES EST

TIME	ACTIVITY	SPEAKER
1:30 p.m.	**Introduction**	**Katherine Tyner,** White House Leadership Development Program Fellow, Office of Science and Technology Policy
1:35 p.m.	**Welcome**	**Paul Zielinski,** Executive Director, Federal Laboratory Consortium
1:40 p.m.	**PEER Prize Competition Winner Announcement**	**Mojdeh Bahar,** Associate Director for Innovation & Industry Services, National Institute of Standards and Technology
1:45 p.m.	**L2M Inclusive Innovation Ecosystem Prize Competition** About the Competition Super Connector Winners Ecosystem Responder Winners Visionary Winners	**Jennifer Shieh,** Chief Scientist and Program Manager, Office of Innovation and Technology, U.S. Small Business Administration **Brittany Sickler,** Senior Innovation Policy Advisor, Office of Innovation and Technology, U.S. Small Business Administration
2:20 p.m.	**Lab to Market Accomplishments**	**Courtney Silverthorn**, Acting Director of Technology Partnerships, National Institute of Standards and Technology
2:30 p.m.	**Update on Federal Labs**	**John Dement,** Chair, Federal Laboratory Consortium
2:35 p.m.	**Closing Remarks**	**Paul Zielinski,** Executive Director, Federal Laboratory Consortium

COMPETITION DESCRIPTIONS

PARTNERS ENGAGED IN EXTRAMURAL REPORTING (PEER) PRIZE CHALLENGE

The PEER Prize Challenge invites solutions to incentivize the recipients of federal research and development (R&D) funding to comply with Bayh-Dole reporting requirements. The prize competition awarded $10,000 in prize money spread among the top three finishers as determined by an expert panel of judges.

The PEER Prize is funded using National Institute of Standards and Technology (NIST) Lab-to-Market (L2M) funds. The L2M program supports interagency efforts to advance the President's Management Agenda's Cross-Agency Priority goal to improve transfer of federally funded technologies from the lab to the marketplace.

LAB-TO-MARKET (L2M) INCLUSIVE INNOVATION ECOSYSTEM PRIZE COMPETITION

The SBA partnered with the National Science and Technology Council's L2M subcommittee to award $330,000 in prizes to the winners of the new L2M Inclusive Innovation Ecosystem Prize Competition.

The L2M prize competition recognizes the most impactful organizations, programs and ideas that support the R&D innovation ecosystems, particularly those focused on underrepresented communities and pandemic responses. The competition's goal is to encourage entrepreneurship and inclusive, sustainable growth by developing and commercializing technology to improve access to resources.

Submissions were accepted in three categories:

Super Connector – Prizes of $10,000 for current efforts to successfully attract and/or support networks of underrepresented communities in the R&D innovation ecosystem.

Ecosystem Responder – Prizes of $10,000 for innovative and effective responses to support the R&D ecosystem during the pandemic.

Visionary – Prizes of $25,000 for the most creative and actionable ideas for creating a more inclusive R&D innovation ecosystem for the future.

Submissions were evaluated for quality and clarity by a panel of federal employees and non-federal partners with relevant expertise. Final selection was made by an interagency committee in coordination with the SBA's Office of Innovation and Technology.

PEER Prize Winners

Rhonda Kilvin
Northeastern University

FIRST PRIZE

The judges selected Rhonda Kivlin's entry as the overall PEER Prize winner. She proposed a three-pronged approach to incentivize increased Bayh-Dole compliance by creating a compliance wizard to guide users through reporting inventions, developing comprehensive training modules for compliance, and instituting a certification for completion of the training modules.

Rhonda is the Intellectual Property Administrator at Northeastern University in Boston. She facilitates the protection of Northeastern's intellectual property assets through invention disclosure to patent prosecution and licensing. She manages the patent docket, working closely with inventors and outside counsel to ensure that all deadlines are met, and oversees the university's compliance with government reporting in regard to federally funded inventions.

SECOND PRIZE

The judges selected Nicholas LeBlanc's **"Compliance Score"** entry as the second-place PEER Prize winner for his proposal of a common metric that institutions can use to assess Bayh-Dole compliance using existing iEdison data. His proposed Compliance Score would allow peer comparisons and an absolute rating of Bayh-Dole compliance, providing an incentive to improve as well as an outcome measure. The score would be calculated as the number of compliance obligations met as a percentage of the number of compliance obligations required.

THIRD PRIZE

Nicholas LeBlanc's **"TurboCompliance"** entry was the third-place PEER Prize winner for his proposal of an online interface to streamline the Bayh-Dole reporting system. Tech transfer administrators often struggle to find the time and energy to manage the minutiae of compliance and compliance remediation. His solution would guide the institutional user through an online interface using conditional logic to reduce the cognitive load & time costs of reporting, similar to the way TurboTax has streamlined tax reporting for US citizens.

Nicholas LeBlanc
North Carolina State University

Nicholas has been a team member at North Carolina State University's Office of Research Commercialization (ORC) since 2013. He currently serves as the License Maintenance & Compliance Manager, overseeing Bayh-Dole compliance as well as agreement, disclosure, and patent data integrity; and reporting to both external and internal stakeholders. He is also the ORC's database administrator and is responsible for the design, implementation, and improvement of office data management procedures & automations. Nicholas received his PhD in Slavic Linguistics from UNC-Chapel Hill and has experience with database management in educational, non-profit, and commercial settings.

Super Connectors

Prizes of $10,000 for current efforts to successfully attract and/or support networks of underrepresented communities in the R&D innovation ecosystem.

Colmena66

San Juan, Puerto Rico
www.colmena66.com /en/home

Colmena66, which means Beehive66 in Spanish, has constructed a network to connect entrepreneurs and researchers, create awareness, and pursue opportunities to advance Puerto Rico's economy through the SBIR/STTR programs. Colmena66 is also part of SourceLink, a nationwide network of ecosystem builders focused on R&D for entrepreneurial communities.

Conductor

Fayetteville, Arkansas
www.arconductor.org

The Conductor leverages partnerships and networks from private resources to increase entrepreneurial activities and commercialization endeavors from people who have been historically and systemically unreached in the maker and innovation ecosystem. It empowers and inspires innovators, entrepreneurs and makers with individualized consulting, prototyping, intellectual property support and mini manufacturing.

Launch Minnesota

St. Paul, Minnesota
www.launchminnesota.org

Founded in 2019, Launch Minnesota is a statewide, collaborative effort to accelerate startup growth and amplify Minnesota as a national leader in innovation. Its signature effort, The Launch Network, unites 60+ entrepreneur support organizations. Partners include higher ed institutions, incubators, accelerators, small business development centers, coworking spaces and local economic development groups.

Startup Tucson

Tucson, Arizona
www.startuptucson.com

Startup Tucson has created two synergistic programs, The Tucson Startup Ecosystem Guide and the Tucson Innovation Partnership, to help underrepresented entrepreneurs easily connect with resources and services in our community. These tools empower providers to coordinate their programs and better serve regional founders, especially those who might otherwise be marginalized from the ecosystem.

Ecosystem Responders

Prizes of $10,000 for innovative and effective responses to support the R&D ecosystem amidst the pandemic environment.

Challenge America

Basalt, Colorado
www.challengeamerica.com

The COVID-19 Maker Challenge is a series of competitions that produce innovative solutions to the challenges confronting essential workers on the COVID-19 frontlines. A collaborative effort between the Veterans Health Administration Innovation Ecosystem and Challenge America, this program has generated 45 working prototype solutions involving 220 public and private organizations.

Hofstra University Center for Entrepreneurship

Hempstead, New York
www.hofstra.edu/academics/
entrepreneurship

Hofstra University has provided extraordinary support to diverse entrepreneurs during the COVID-19 pandemic, continuing to develop the regional ecosystem in a remote environment. It supported more than 100 entrepreneurs in 2020, with a special focus on supporting under-represented entrepreneurs, through workshops, incubation, commercialization assistance, and connections to student internships.

HUUB by CO+HOOTS

Phoenix, Arizona
www.cohoots.com

CO+HOOTS, a purpose-driven co-working space and entrepreneur center in Arizona, built a citywide, inclusive digital platform to support entrepreneurial resiliency through COVID-19 and beyond. The HUUB platform offered a one-stop digital platform with resources including advisors, technical solutions and assistance, information, support and real time data boosting access for minorities.

JumpStart Inc.

Cleveland, Ohio
www.jumpstartinc.org

Across Northeast and Northwest Ohio, JumpStart has convened its service partners to assess and assign resources to COVID-related technologies, leveraged its Venture Innovation Framework to identify pain points and solutions at major healthcare institutions, and provided new funding and assistance to its portfolio companies as they pivoted to address new markets.

Visionary

Prizes of $25,000 for the most creative and actionable ideas for creating a more inclusive R&D innovation ecosystem for the future.

Arrowhead Center

Las Cruces, New Mexico
https://arrowheadcenter.nmsu.edu

At New Mexico State University, Arrowhead Center's Innovation Ecosystem Connect (IEC) will be a dynamic portal to connect small businesses with federal resources for growth, development, and technology transfer. Creation and implementation of this platform will allow Arrowhead to efficiently broker connections between small businesses - especially those that are underrepresented – and federal resources.

AWIS and University of Toledo

Toledo, Ohio
www.stemtomarket.org

The Association for Women in Science (AWIS) champions the interests of women in science, technology, engineering, and mathematics (STEM) across all disciplines and employment sectors, working for gender equity in STEM commercialization through positive system transformation. Its vision is a software-as-a-service platform—"Transformation in a Box" (TIAB)—to guide ecosystem stakeholders through a diversity, equity, and inclusion transformation process.

BioGenerator

St. Louis, Missouri
https://biogenerator.org

Continuing its efforts to support entrepreneurial life-science company founders in the St. Louis area, BioGenerator will pilot a program that connects startups to African-American STEM talent across the country. This will capitalize on the virtual nature of business during the COVID-19 pandemic to create a more diverse ecosystem in St. Louis for innovation grounded in research and development.

Central Maine Growth Council

Waterville, Maine
www.centralmaine.org

CMGC will galvanize rural mid-Maine's unique diversity of academic institutions and technology firms to develop a startup accelerator and supporting fellowship program. These initiatives will enhance the entrepreneurial, innovation, digital skills, and diversity of the region's students, graduates, residents, and business owners to build a sustainable tech and innovation hub that powers a thriving rural economy.

Visionary (continued)

Jackson State University
Jackson, Mississippi
www.xleratornetwork.com/enrich

EnRICH (Engaging Researchers and Innovators for Commercialization at HBCUs) is a healthcare-focused pre-accelerator program. Its mission is to impact diversity, inclusion, and equity in entrepreneurship and innovation by empowering faculty and students at Historically Black Colleges and Universities (HBCUs) with knowledge and support to critically evaluate the commercial potential of new healthcare innovations.

Kentucky Science and Technology Corporation
Lexington, Kentucky
www.ktsc.org

Kentucky Commercialization Ventures is a new public-private partnership formed to unify Kentucky's 24 public institutions and streamline their participation in R&D translation, innovation entrepreneurship, and commercialization. Its mission is to provide statewide coordination, tools, and expertise to translate innovations from regional colleges and universities into intellectual property, market-ready products, and jobs.

LabStart
Sacramento, California
www.labstart.xyz

LabStart forms bridges between rural entrepreneurs and inaccessible research institutes to facilitate successful startups. It aims to establish 12 different relationships with rural communities by January 2021, and plans socialization efforts to expand to more rural communities and research labs such as the National Oceanic and Aeronautic Administration (NOAA) and the University of Colorado system.economy through the SBIR/STTR programs.

MCA Innovation Center
El Paso, Texas
https://mcamericas.org

The Medical Center of the Americas (MCA) Innovation Center and its partners will link nurse innovators with local makers to cross-pollinate skills and move products and working solutions from bench to bedside. This will help change the status quo on health and inclusion in innovation, injecting a diverse pipeline of nurses and innovators directly into the COVID-19 crisis.

The Fledge
Lansing, Michigan
https://thefledge.com

For five years, The Fledge has successfully connected underrepresented communities with a powerful R&D ecosystem fueled by Michigan State University, Michigan Economic Development Corporation, and the Lansing Economic Area Partnership. To build capacity and strengthen its programs, The Fledge plans to invest in software development, competency building, prize money, and micro funding.

Ventureprise at UNC - Charlotte
Charlotte, North Carolina
https://entrepreneurship.uncc.edu

Ventureprise, a partnership between University of North Carolina - Charlotte research and development (R&D) and the Charlotte community, brings diversity to the technology transfer process through leadership and education programs aimed at engaging women and underrepresented minorities. Proposed programs are focused on R&D partners and licensing opportunities at UNC Charlotte and other research labs and universities.

In Appreciation

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