Generous University of Rochester benefactors—George Eastman, founder of Eastman Kodak Company, and Joseph Wilson ’31, founder of Xerox Corporation—were two of the foremost entrepreneurs of their eras. The University of Rochester carries on their spirit of entrepreneurship today.

From research, to development, to commercialization, the University has created an “ecosystem” for transforming promising ideas into products and services that benefit society through its Technology Commercialization Initiative.

As a member of the George Eastman Circle, you can build upon the legacy of Eastman and his spirit of entrepreneurship, through a commitment toward the Technology Commercialization Fund. George Eastman Circle gifts are particularly meaningful for this initiative because they represent a significant investment in our ability to make a difference in the world.

Your George Eastman Circle five-year pledge of $1,500 or more, annually, will play a critical role in helping the University nurture an ever more robust ecosystem for transferring technology and innovation into the commercial marketplace. This can mean incubating a new business as it converts a concept to reality or transferring that technology, through licensing or other means, to entrepreneurs, investors, and existing corporations that can most effectively realize its value.

To learn more about how you can invest your George Eastman Circle gift into the Technology Commercialization Fund, please contact Eric Brandt, Executive Director of Advancement at (585) 273-5901 or by email at eric.brandt@rochester.edu.
Creating Value from Innovation

The University of Rochester is firmly committed to translating our research into products and services that benefit society. We embrace our role as the bridge from science and scholarship to everyday application and must continue to work closely with entrepreneurs, investors, community resources, and industry partners to translate our discoveries to market. In return, the revenue generated flows back to the University and is re-invested in our research infrastructure.

The University of Rochester Commercialization Ecosystem

IDEA GENERATION
- Translational Research
- Business Plan Competitions

REVENUE AND RE-INVESTMENT

COMMERCIALIZATION
- High Tech Rochester
- Excell Partners
- Rochester Angel Network
- Licensing Agreements

PRE-COMMERCIALIZATION
- Technology Commercialization Fund (George Eastman Circle)
- UR Centers Promoting Technology Transfer
- Student Interns

ADVISING AND MENTORING
- Entrepreneurship Faculty/Simon School
- Volunteer Advisors
- Office of Technology Transfer