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.