



BRANDON VICK, UNIVERSITY COMMUNICATIONS

The current technical entrepreneurship and management (TEAM) class with Vice Provost for Entrepreneurship Duncan Moore.

COVER STORY

University to launch site showcasing 'Entrepreneur-Ready Technologies'

With a rich portfolio of intellectual property and a strong interest in technology transfer, the University of Rochester stands out as a place to turn to for innovative and creative ideas. Recently, business leaders, Simon Graduate School of Business faculty, and the University's Offices of Technology Transfer have teamed up to work on a new resource to showcase the wide range of University commercialization opportunities available to entrepreneurs in the community and beyond.

When Don Golini, lecturer in entrepreneurship at the Simon School and founder of QED Technologies, left his company in 2010 to pursue other opportunities, it was natural for him to turn to the University of Rochester and its Offices of Technology Transfer for his next step. He began with the simple question, "What are some exciting opportunities happening at the University right now?"

Golini found it somewhat difficult to answer his question as an individual looking into the University's ivory towers. Outsiders seeking to license academic institutions' technologies often face the challenge of navigating through a daunting amount of information. At times, they must determine the technology's practical applications on their own.

"The University sits on hundreds of patents, and it's really hard to extract the value if you are not articulating the value in terms that business people in the commercial world can understand," he said.

While the inventor has relevant knowledge about the technology, many times the commercial viability does not get translated into busi-

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Duncan T. Moore
Vice Provost
for Entrepreneurship

New offerings for students and accolades

The University of Rochester has been busy developing new opportunities in business and entrepreneurship for students. The College and the Simon Graduate School of Business recently announced a new undergraduate major in business. The degree was approved by the New York State Department of Education last month, an effort spearheaded by Richard Feldman, dean of the College, and Ronald Hansen, senior associate dean for program development at the Simon School. Currently, there are two tracks offered, the first focuses on organizations and markets, the second on marketing. However, we hope to add a track in entrepreneurship in the near future, especially since three undergrads have already declared an interdepartmental major in the field.

Applications for the technical entrepreneurship and management master's program are up 60 percent over last year. We recently extended offers of admission to impressive candidates representing 10 countries.

The Center is pleased to have a more active role in the Charles and Janet Forbes Entrepreneurial Competition this year. The contest is open to undergraduates in the Hajim School of Engineering and Applied Sciences, and is made possible by the Forbes family. A record number of students submitted intent to compete statements this spring. Finalists are scheduled to present their technical business plans, often accompanied by prototypes, at the end of April on the River Campus. The University community is welcome to attend this event. Contact the Center for details.

In closing, I would like to recognize Brian MacMillin '10 (BS), '11 (MS), founder of Outdoor Equipment Supplier LLC, who was selected as one of 30 finalists from nearly 2,000 nominees in the 2010 Global Student Entrepreneur Awards, hosted by the Kauffman Foundation last November.

Warner professor develops Entrepreneurial University course

Andrew Wall, assistant professor at the Warner Graduate School of Education, has dedicated some time to studying the relationship between higher education and society. Over the years, he has conducted research about entrepreneurial leadership and entrepreneurial education. The contemporary issue and challenge of the emergence of the entrepreneurial university is what sparked Wall to create a new course, EDE 491, Entrepreneurial University.

“I am trying to bridge entrepreneurial research and thinking with institutional entrepreneurship and institutional theory, to examine how leaders in higher education are trying to transform their environments to respond to fiscal stress and changes and expectations,” said Wall.

Wall defines the concept of the entrepreneurial university early in the course. Throughout history, higher education has passed through different phases, from the colonial college to the modern era post-World War II. Today, universities have moved towards a high tuition, high aid policy phase during a period where government funding for higher education has steadily decreased. Institutions are challenged to support their own research and initiatives in an environment of ever-decreasing resources. While behaving as a traditional university, institutions find it difficult to acquire the financial means necessary to meet its diverse set of objectives. Under financial stress, institutions



PHOTO COURTESY OF WARNER GRADUATE SCHOOL OF EDUCATION

Andrew Wall created a new course, Entrepreneurial University, at the Warner School.

have adapted a more “entrepreneurial” approach to raising funds.

Values of the institution have now fundamentally shifted from what was once oriented towards the public to the private gain of the institution for its self-survival. Universities have always been called upon to contribute positively to the health, welfare, and economic development of society. Now through entre-

preneurial means, institutions can raise their stature in the services that they bring to the economy. Universities participate in a number of external activities, developing relationships with industries to make this possible.

This dynamic class examines the challenges that universities face. “It is an academic course for a student to examine the benefits, the potential pitfalls, and how we might think about moving forward,” said Wall.

There are currently six master’s students and one doctoral candidate enrolled in the course. They will carefully examine the different viewpoints of the emerging entrepreneurial university through course readings, reflective writing, in-class discussion, and scholarly papers. At the end of the semester, each student will write about a dimension of this idea from his or her own perspective.

“No matter what administrative position they take in higher education, they are going to be faced with these challenges, and their responses will determine institutional direction,” said Wall.

The course aims for students to develop an understanding of the forces that have brought rise to what is being called the entrepreneurial university, examine emerging teaching in higher education, explore research and service practices in the contemporary environment, and examine the changing purpose and nature of the university in the knowledge economy.

UNIVERSITY-WIDE

Inaugural Tech Development Fund awards go to vaccine, fuel cell projects

Research in vaccine development and fuel cell production are the first two projects to be funded under the new University of Rochester Technology Development Fund. The fund was created last year to provide grants to University scientists to help them advance a technology closer to the stage where it can be transferred to the market.

Jacob Schlesinger, professor, and Xia Jin, associate professor, Department of Medicine, have been awarded \$100,000 to continue to design and test a novel vaccine for dengue fever, a disease primarily found in the developing world and one that has so far eluded efforts to develop such an agent. Their research has received support from the Gates Foundation and the Pediatric Dengue Vaccine Initiative.

Hong Yang, professor in the Department of Chemical Engineering, has been awarded

\$60,000 to produce and test a novel catalyst for fuel cells. The catalyst, which is a nanostructured material, has the potential to increase effectiveness and reduce cost of the hydrogen and methanol fuel cells. The project has generated interest from local representatives in the automotive industry.

“This award will give us the much needed support to establish protocols for quality control, to develop a high production yield process, and to test the durability of the electrocatalysts—all of which are key areas before the technology is developed to the next level for commercialization,” said Yang.

According to Michael Rusnak, deputy director of New Ventures & Technology Development at the Medical Center’s Office of Technology Transfer, there were 15 proposals submitted last fall. While pleased with the

initial interest, he expects the number of applicants to increase this spring.

The Technology Development Fund solicits proposals twice a year. Qualified applicants include University of Rochester faculty, students, or staff who have submitted an invention disclosure to one of the University’s Offices of Technology Transfer. Applicants are eligible to reapply. Proposals are reviewed by a screening committee of external professionals, including members of the commercial sector, entrepreneurs, venture capitalists, scientists, and angel investors, who will identify scientific objectives that, with supplementary support, have a strong commercial potential. Additionally, the inaugural awardees’ projects each received third party validation. Awards range from \$40,000 to \$100,000. To learn more, visit www.rochester.edu/TechnologyDevelopment.

Alum works on energy projects at Bright Power



Who wouldn't want to help someone save money and become environmentally friendly? Andrew McNamara '05 graduated Rochester well equipped to work in

energy efficiency and solar energy. With the help of Reach Internship Funds from the University's Career Center, McNamara interned at Big Apple Solar Installation Commitment (BASIC) where he met Jeffrey Perlman during the summer before his senior year. Perlman later moved on to found Bright Power (www.brightpower.com), a New York City-based solar energy and energy efficiency company.

The pair kept in touch long after the internship with BASIC ended. Reconnecting after McNamara's graduation, Perlman offered Andrew the opportunity to become Bright Power's first full-time employee. McNamara jumped at the chance to pursue his interest in solar energy and energy efficiency at a start-up, beginning employment in early 2006. He is currently the vice president of New Construction and Renewable Energy. The company now has 25 full-time employees, including several graduates from the University of Rochester.

There are two sides to McNamara's work at Bright Power. In new construction, he works closely with building design teams, including architects, engineers, developers, and owners, to adapt their building plans to include energy efficient and sustainable features. He is also involved in work on solar energy systems ranging from feasibility studies to system installation. He manages a team that has worked on Building Integrated Photovoltaics projects in New York, megawatt scale projects in Abu Dhabi, and a variety of others.

Through his summer internship experiences and extensive work within the field, McNamara was able to jump-start his career early. He explained that employers, at start-ups or otherwise, look for graduates who have a strong ability to work with a team and have a working knowledge of the technology associated with the field.

"I would encourage students to get out there and get your feet wet with the technology," he said. "Differentiate yourself from other students."

Pre-Seed Workshop offers platform for starting, growing new businesses

One of the best resources that the University of Rochester has to offer is the dedication of its faculty to sharing their extensive research and ideas with the community and society. Mark Wilson, lecturer in entrepreneurship at the Simon Graduate School of Business and founder of Initiatives Consulting LLC, viewed this resource as a solution. He had been brainstorming ways to stimulate business growth that was scalable across small, mid-sized, and large cities. He saw a great opportunity in creating a platform to connect academics with entrepreneurs and the business community.

The Pre-Seed Workshop was launched in 2004 to get faculty with an interest in innovation excited about translating their research into commercially viable products and services. While working closely with High Tech Rochester (HTR), the University's Offices of Technology Transfer, and several others, Wilson and Judy Albers, former chief operating officer at Excell Partners Inc., came up with the idea of holding a two-day workshop.

To date, 226 idea teams with 1,434 total participants have gone through the Pre-Seed Workshop. The workshop currently has host cities across New York, including Buffalo, Rochester, Syracuse, Geneva, Ithaca, Albany, and Long Island. It also has two host cities in Indiana. HTR coordinates the workshops in the Rochester and Finger Lakes region.

Participants in the Pre-Seed Workshop are divided into teams primarily made up of industry experts, legal experts, accountants, successful entrepreneurs, academics, and MBA and master's students.

"The power of this two-day event is that inventors are surrounded by a diverse team of experts," said James Senall, president of HTR. "All of the participants take away a methodology for assessment that they can use for other ideas and share with colleagues."

The workshop was designed to prod team members from each area to think about simple



Judy Albers, cofounder and facilitator for the Pre-Seed Workshop, provides insights on funding and valuation to participants.

questions such as, "Do you have a proprietary product?"; "To whom will you sell?"; and "How will you operate?" The multifaceted team approach allows for a thorough and quick analysis of the ideas, which Wilson has named the Idea ThickeningSM methodology.

"The theory of idea thickening is that a lot of times people run down a certain pathway extensively, completely ignoring any kind of work on market questions, organizational questions, and business sense questions. Idea thickening says instead of going deeply into one channel, just make sure you are touching very thinly on all channels, and if it still looks good, go back and spend more time on each question," said Wilson. "That's what the Pre-Seed Workshop forces [participants to do]."

Students in the new technical entrepreneurship and management (TEAM) master's program attended the fall 2010 workshop as part of their course, TEM 440, Screening Technical Opportunities, taught by Wilson.

"The core of the class is to give students a platform where they can quickly evaluate a technical idea, and the Pre-Seed Workshop is one option," he said.

Both the workshop and the course warn aspiring entrepreneurs against "falling in love" with one idea. Wilson says that pursuing a single idea can be too limiting from the very beginning. He also encourages workshop participants and his students to accept failure.

"Coming to the conclusion that an idea is not going to work is okay, and helpful in the long run," he said. "Being able to move on quickly and weed out a bad idea are valuable skills."

KEY students launch University dance festival, lessons in nonviolence

KEY Scholar Arielle Friedlander '11 created the University's first-ever, five-day dance festival in February. The inspireDANCE Festival offered open classes featuring styles ranging from contemporary to Jamaican, workshops with professional guest instructors, and performances by the Rochester Contemporary Dance Collective. This spring, Joseph Gardella '11 and Lorenzo Mendez '12, volunteers with the University's M. K. Gandhi Institute for Nonviolence, have been making weekly visits to the Wilson Foundation Academy, teaching middle school students about nonviolence, Mohandas Gandhi, and the principles and applications of Ahimsa, a Sanskrit term meaning "to do no harm." These visits are part of Gardella's KEY project, Teenage Entrepreneurial Educators of Nonviolence (TEEN).

Student volunteers mentor Rochester Biz Kid\$

The University of Rochester Center for Entrepreneurship and the Rochester Center for Community Leadership have once again teamed up with Biz Kid\$ Rochester, a unique program for youth ages 10 to 18 offered by the City of Rochester Bureau of Recreation and Youth Services. MBA candidates and undergraduate student volunteers worked with Biz Kid\$ participants during the Sim Biz Game Day held on March 26. The event immerses the youths in a business environment, teaching them topics such as filing DBAs, building customer relations, working with suppliers, and keeping records.

University mourns the loss of Lawrence 'Jack' Fraser



University flags were lowered on March 11 in memory of Lawrence Jackson Fraser, known to all as "Jack," the deputy director of the River Campus Office of Technology Transfer, who died suddenly March 7 at age 71. Fraser worked to commercialize inventions and software from students and faculty. He also mentored student teams interested in high technology entrepreneurship and taught a Simon Graduate School of Business course in technology transfer and commercialization.

Fraser joined the University in January 2000 after a 30-year tenure at the Xerox Corporation. At Xerox, he most recently directed patent management and held management positions in research, engineering, and technology strategy. He led a number of start-up teams from product planning and technology selection to the hand-off of copier designs for manufacture in Japan. He was involved in business development, including the formation of the DXI (DuPont-Xerox Imaging) joint venture; a collaboration with Philips on image storage; a Xerox-Hewlett Packard-Novell networking printing consortium; and special media applications for ink-jet printing. He was awarded 14 patents for inventions at Xerox. He held degrees from Hamilton College, Yale University, and Harvard Business School.

His family requests that in lieu of flowers, donations may be made to the American Civil Liberties Union or the Jack Fraser Memorial Scholarship Fund for the Arts.

1982 Cynthia Kocialski (BA), who has founded three companies and has been actively involved in more than 25 high technology startups, completed a Virtual Book Tour in March for her latest work, *Start Up from the Ground Up: Practical Insights for Entrepreneurs*. Learn more at her blog www.cynthiakocialski.com.

1983 ImmunoGen Inc., a Waltham, Mass.-based biotechnology company that develops targeted antibody-based anticancer products using Targeted Antibody Payload technology, announced the appointment of **Theresa Wingrove (MS), '86 (PhD)** as vice president of regulatory affairs.

1987 Xerox Corp. leaders recently presented **Robert Loce (MS)**, a principal scientist, with the Anne Mulcahy Inventor Award for his contributions to Xerox's digital imaging patent portfolio. He was one of only eight scientists and engineers to win the award.

1988 **Amit Goyal (MS), '91 (PhD)**, a researcher at the U.S. Department of Energy's Oak Ridge National Laboratory (ORNL) in Tennessee, was named the "2010 Innovator of the Year" by leading technology publication *R&D Magazine*. His work focuses on the practical use of high-temperature superconducting materials and development and fabrication of wires that allow the materials to be adopted in the marketplace. **David Schlosser (BA), '04S (MBA)** recently opened a microbrewery, Naked Dove Brewing Co., in Hopewell, N.Y.

1993 Broadwind Energy Inc., based in Naperville, Ill., named **Peter C. Duprey (S, MBA)** as president and chief executive officer. The company provides technologically advanced high-value products and services to the wind energy industry in the United States.

2000 **Mark Tolbert (S, MBA)**, CEO of Topica Photonics Inc., said the company is ranked no. 84 in the Rochester Top 100, which annually honors fast-growing privately held companies.

2003 **Jason Nordhaus (BA, BS), '04 (MA), '08 (PhD)**, a postdoctoral research fellow at Princeton University, theorist Adam Burrows, and their colleagues at the Lawrence Berkeley National Laboratory in California have discovered a way to explore supernovae explosions in three-dimensional simulations. Their scientific research has appeared in publications such as *Nature* magazine, *TIME* magazine, and *NPR*.

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Entrepreneurship University-wide

- Eastman School of Music
- Hajim School of Engineering and Applied Sciences
- School of Arts and Sciences
- School of Medicine and Dentistry
- School of Nursing Center for Nursing Entrepreneurship
- Simon Graduate School of Business Administration
- Warner Graduate School of Education and Human Development

Are you an entrepreneur?

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Key to School Abbreviations

- E** Eastman School of Music
- M** School of Medicine and Dentistry
- N** School of Nursing
- S** Simon Graduate School of Business
- W** Warner Graduate School of Education

SEND US CLASS NOTES *If you have an announcement you'd like to share with your fellow alumni, please submit your professional news to Innovations at 1-211 Carol Simon Hall, P.O. Box 270360, Rochester, NY 14627-0360 or email cfe@rochester.edu.*

Technologies site

Continued from Page 1

ness language in the patent write-up. To remedy this disconnect, Golini decided to form a Rochester committee to create a new web-based resource featuring the University's high potential technologies distilled into market opportunity terms.

The Entrepreneur-Ready TechnologiesSM website will house new two-page summaries, written in "plain English," for each of the highlighted technologies. Additionally, business and engineering graduate students will conduct research, posted in PowerPoint format and accompanied by photos and charts, to further explain market potential and existing competitors. Designed in a simple, user-friendly format, the site is meant to be a one-stop shop for commercial-ready technologies.

The late Jack Fraser, who most recently served as the deputy director of the River Campus Office of Technology Transfer, led the way in bringing this initiative to fruition. Working with fellow case managers, he selected the first 27 technologies—from hundreds of patents—to be displayed on the site.

James Senall, president of High Tech Rochester (HTR), also sat on the planning committee. HTR's mission is to catalyze the formation and growth of local businesses and maintain a current repository of the best technologies available across the region to more efficiently assist in new business formation. The organization routinely tries to link experienced entrepreneurs with new opportunities.

"The 'E-Ready' website will make it easier for High Tech Rochester and the community in general to find and easily understand some of the most promising commercial opportunities available at the University of Rochester," said Senall.

Golini said the continued success in the area of technology transfer and commercialization will have positive ramifications—differentiating the University, assisting in attracting and retaining top faculty, and benefitting inventors and the Rochester community as a whole.

"When you commercialize intellectual property from a university, the interests of all parties are very well aligned," he said.

The Entrepreneur-Ready Technologies website will be publicly available on April 15, with an unveiling during the third annual Celebration of Entrepreneurship Luncheon at the Hyatt Regency in Rochester, N.Y. To learn more or register for the luncheon, visit www.htr.org. After April 15, visit the E-Ready site at www.rochester.edu/entrepreneurship/readytech.

CALENDAR

Entrepreneurship Events for Spring 2011

Sign up to receive event notifications via email at www.rochester.edu/entrepreneurship/signup. Register for select events online at www.rochester.edu/entrepreneurship/registration.

SATURDAY, MARCH 26

BizKid\$ SimBiz Event*: Undergrad and MBA volunteers work with high school students from the Rochester City School District; 11:30 a.m.–3:30 p.m.; Gleason 119, 120, and 125

TUESDAY, MARCH 29

Mark Ain Business Model Workshop 3: "Executive Coaching Sessions"; Rami Katz '03S, Chief Operating Officer, Excell Partners Inc.; Debora LaBudde, Managing General Partner, Envoi Ventures; and Bob Tobin, Entrepreneur-in-Residence and Associate Director, CFE; 4:30–5:45 p.m.; Gleason 328, 329, and 330

THURSDAY, MARCH 31

Kalmbach Lecture Series at the Simon School*: David Koretz, Founder, President, and CEO, BlueTie Inc.; 4:30–5:30 p.m.; Schlegel 103

WEDNESDAY, APRIL 13

Center for Entrepreneurship Lecture Series*: Mary Walshok, Associate Vice Chancellor for Extended Studies and Public Programs and Professor of Sociology, University of California, San Diego; 4:30–6 p.m.; Gleason 318/418

THURSDAY, APRIL 14

Center for Entrepreneurship Community Roundtable on Economic Development*: Mary Walshok, Associate Vice Chancellor for Extended Studies and Public Programs and Professor of Sociology, UC San Diego; 9–11 a.m.; Alumni & Advancement Center, 300 East River Rd., Board Room

F.I.R.E. Lecture Series LX*: "Inequitable Conduct—Therasense Inc. v. Beckton, Dickinson & Co."; J. Gibson Lanier, associate attorney, Ballard Spahr Andrews & Ingersoll, LLP; 9–10 a.m.; Class of '62 Auditorium (G-9425 and 1-9425), Medical Center; RSVP to david_englert@urmc.rochester.edu or 585.784.8856

FRIDAY, APRIL 15

Rochester Regional Business Plan Contest Finals*: 9–11 a.m.; Hyatt Regency Hotel Rochester; Free and open to the public

Third Annual Celebration of

Entrepreneurship Luncheon*: Noon–1:30 p.m.; Hyatt Regency Hotel Rochester, Grand Ballroom; Fee of \$45 per person; (Register at www.htr.org.)

SATURDAY, APRIL 16

Fourth Annual ArtAwake*: Art and music festival in a vacant urban space; festival founded by a KEY student group; 3 p.m.–1 a.m.; Alliance Building, 183 East Main St., Rochester; (Visit www.artawake.org)

MONDAY, APRIL 18

Charles and Janet Forbes Entrepreneurial Competition Entries Due: 5 p.m.; Center for Entrepreneurship, Carol Simon Hall 1-211; Submit electronic copy to maureen.konopka@rochester.edu; Open to undergraduate engineering and applied sciences students only

THURSDAY, APRIL 21

Farash Lecture Series at the Simon School*: Lynn Sullivan '91S (MBA), CEO, Association for the Blind and Visually Impaired (ABVI)—Goodwill; 12:40–1:20 p.m.; Gleason 118

MONDAY, APRIL 25

Mark Ain Business Model Competition Entries Due: 4 p.m.; Center for Entrepreneurship, Carol Simon Hall 1-211; Submit electronic copy to maureen.konopka@rochester.edu

THURSDAY, APRIL 28

Hajim School Senior Design Day*: Goergen, Munnerlyn Atrium

FRIDAY, APRIL 29

Charles and Janet Forbes Entrepreneurial Competition Presentations and Judging*: 1–4 p.m.; Location TBA

THURSDAY, MAY 5

Kalmbach Lecture Series at the Simon School*: Susan Bulkeley Butler, Founder and CEO, SBB Institute for Women's Leadership; 12:40–1:20 p.m.; Schlegel 102

WEDNESDAY, MAY 11

Mark Ain Business Model Competition Finalists' Presentations and Judging: 4–5:45 p.m.; Schlegel, Eisenberg Rotunda

* Check www.rochester.edu/entrepreneurship/events for the latest information.

Center for Entrepreneurship

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Change Service Requested**SPOTLIGHT**

Dan Senior commemorates National Entrepreneurship Week

Dan Senior, author, geopolitical expert, and investor, commemorated National Entrepreneurship Week at the University of Rochester on February 23. He delivered a keynote lecture based on his New York Times best seller, *Start-Up Nation: The Story of Israel's Economic Miracle*, to a crowd of nearly 200 students, faculty, staff, alumni, and community members.

After a sterling introduction delivered by President Joel Seligman, Senior addressed how Israel—a country of 7.1 million people, only 60 years old, surrounded by enemies, in a constant state of war since its founding, with no natural resources—produces more start-up companies than large, peaceful, and stable nations like Japan, China, India, Korea, Canada, and the United Kingdom. He argues that the United States can glean valuable lessons from Israel, which also boasts more companies on the NASDAQ than any other foreign country and receives the most investments on a per capita basis from global venture capitalists in the world.

Senior offered colorful insights about the Israeli entrepreneurs featured in his book. He talked at length about Shai Agassi, founder and CEO of Better Place, a global leader in providing electric vehicle services. Agassi is working to install an electric vehicle charging station infrastructure in Israel and major cities in Asia, Europe, and the United States. Senior said that Agassi's family is originally from Iran, transitioning into his theory that immigrants are "natural entrepreneurs" and Israel's open immigration policy towards Jews has helped create a large pool of talent. The small country is home to more than 70 nationalities.

He also cites Israel's military, both its spending on technology development and its unique ideology. Comparing the ratio of officers to soldiers to a pyramid where officers occupy the tiny tip, he said that Israeli soldiers are each taught leadership skills and learn—or are forced—to make decisions on their own; the opposite pedagogy of many developed nations' militaries.

This type of thinking, one that contrasts with standard principles, permeates the culture. Senior points to the Israeli desire to reject conventional wisdom and resiliency in the face of adversity as additional reasons behind the country's economic success. Its citizens' ability to be disruptive and search for alternative solutions has catapulted Israel into a great techno-nation.

"I thought Dan Senior was charismatic, informative, and energetic," said Mariah Meyer '14, who attended the lecture and is currently enrolled in the new undergraduate course, ENT 227, Entrepreneurship in the Not-for-Profit Environment.

This talk marked the University's first celebration of National Entrepreneurship Week, an initiative supported by the U.S. Congress and the Consortium for Entrepreneurship Education.



PHOTO COURTESY OF DAN SENIOR

Dan Senior, author, geopolitical expert, and investor, delivered the National Entrepreneurship Week Keynote Lecture in February.

Senior's appearance was made possible by the University's Ruth Leon Fund for Jewish Studies and the collaboration of departments and student organizations across campus. University sponsors included the Office of the President; Deans' Office of Arts, Sciences, and Engineering; Office of Advancement; Center for Entrepreneurship; Offices of Technology Transfer; Hillel of Rochester Area Colleges; Chabad House; Center for Jewish Studies; UR Israel Council; Simon Entrepreneurs Club; and the Alpha Epsilon Pi fraternity. Community partners included High Tech Rochester and Excell Partners Inc.

A video of Senior's talk is available at www.rochester.edu/entrepreneurship/cfeseries.