



Ideas, energized.



Larta Institute

Larta Institute/ Larta Inc.





Ideas, energized.



Larta INC.

A Larta Institute Company



National Academies



About Larta

Mission: Improve the transition of scientific or technological breakthroughs from the lab to the marketplace

About Larta

- Founded 1993 as non-profit under State of California charter
- Maximize commercial potential and ROI of publicly funded R&D projects
- Assess, Mentor, and Accelerate through constant market interaction

Clients and Partners

United States



Multilateral Orgs & Foundations

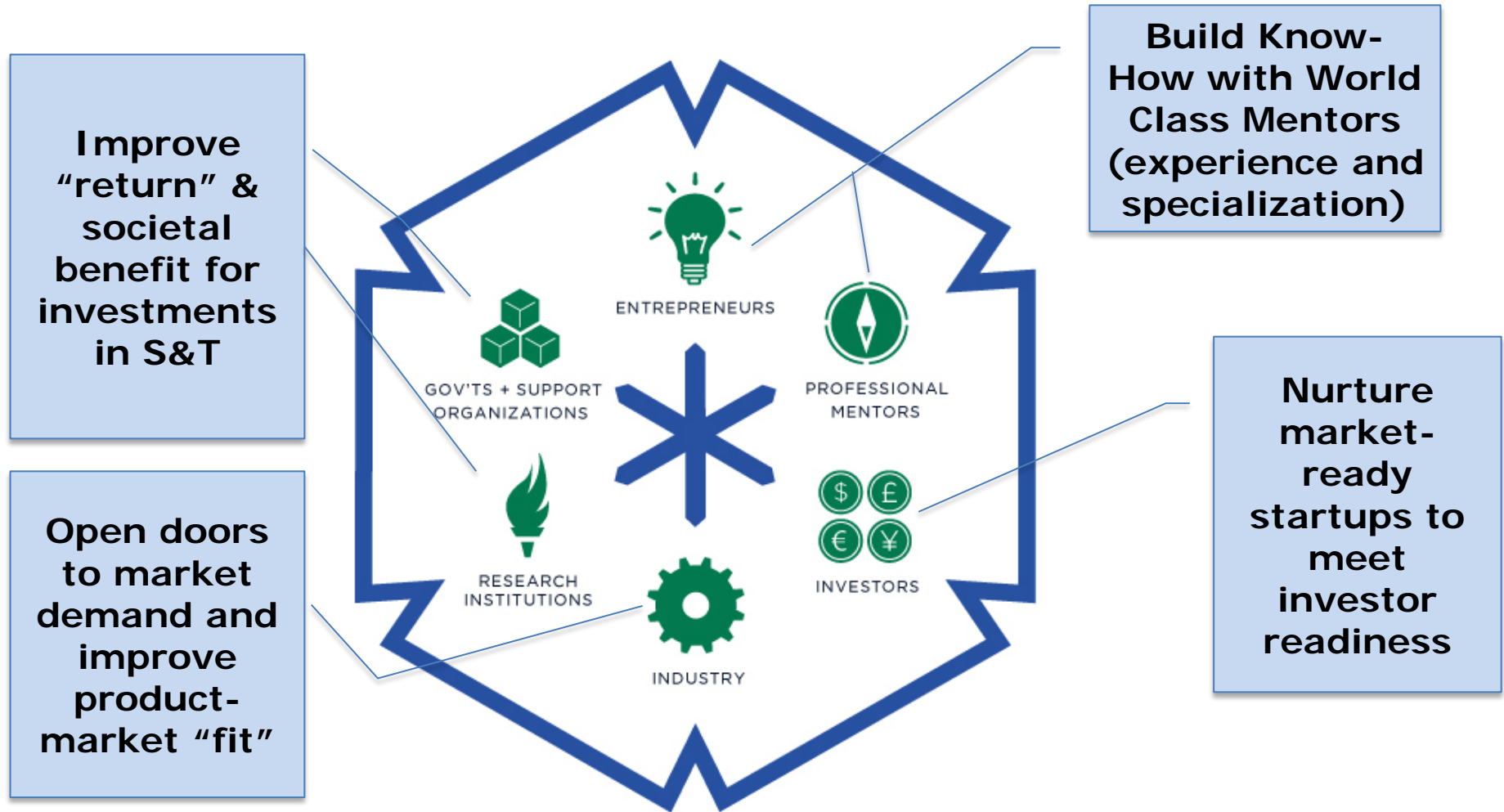


International



What we do....

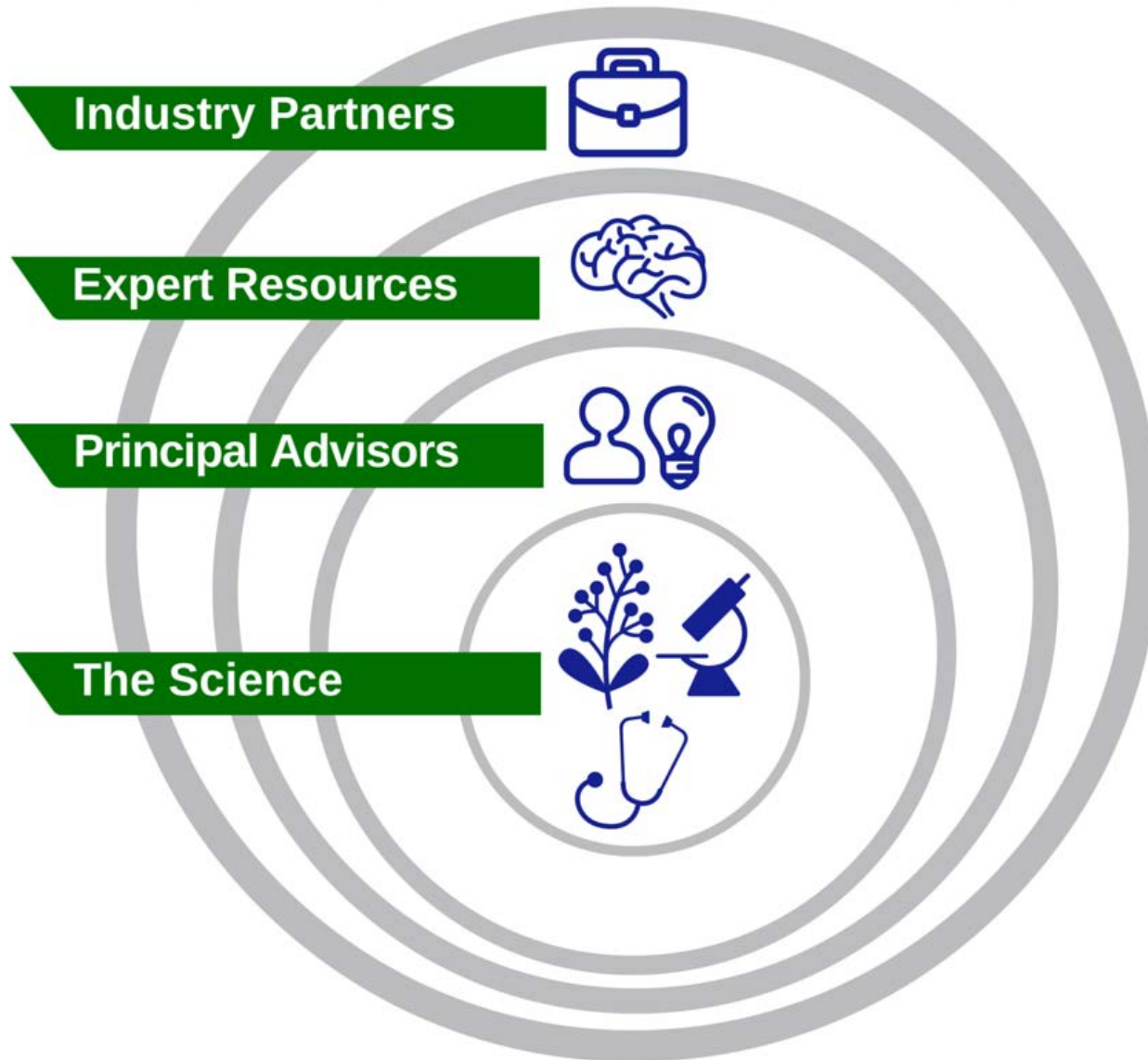
Build thriving Innovation ecosystems - reduce risk connect people



The Larta Launch Pad



Larta's Network **at work**





• Defense



• Security



• Commercial





NBD NanoTechnologies





Ecovative Design





Alba-Technic, LLC
"Tomorrow's Protection... Today"





LIFT labs



Pick it up

Sensors in the handle detect your hand tremor.



Start eating

Liftware quickly responds to your tremor and steadies the spoon.



Spill less

Shift attention away from spilling and onto the people you're with.





Advanced Circulatory Systems acquired by **ZOLL**



Lessons Learned

- Commercialization is a body contact sport, it flows from history, assets, mindsets and position.
 - It is not a one-size-fits-all effort.
 - It is not well aligned with conceptual, curricular approaches to entrepreneurship practiced in many institutional settings.
 - Getting to understand market dynamics is more involved for science-based entrepreneurs (of course!).
 - Focus on the “SBIR project” makes the process of commercialization too oriented to “one thing” the company seeks to develop; ignored are small(er) derivatives and the holistic enterprise

Lessons Learned

- We all realize that SBIR Phase II is a critical stepping stone towards commercialization. The intent of SBIR was, indeed, commercialization. But SBIR is not the destination!
 - Intent, motivation, effort, success *and* failure are important
- There is a reasonable understanding of commercialization but less commonality in many areas than could be expected across agencies.
 - Agency mission is important, but common frameworks can be built on:
 - characteristics of science-based entrepreneurs and motivations
 - their commercial approach
 - market appetite and plausibility
- So, review and selection could do with a greater engagement of marketplace practice.