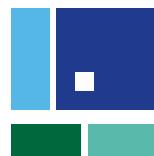




Ideas, energized.



Larta Institute

 Larta Institute

Larta Institute/ Larta Inc.

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Ideas, energized.



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....

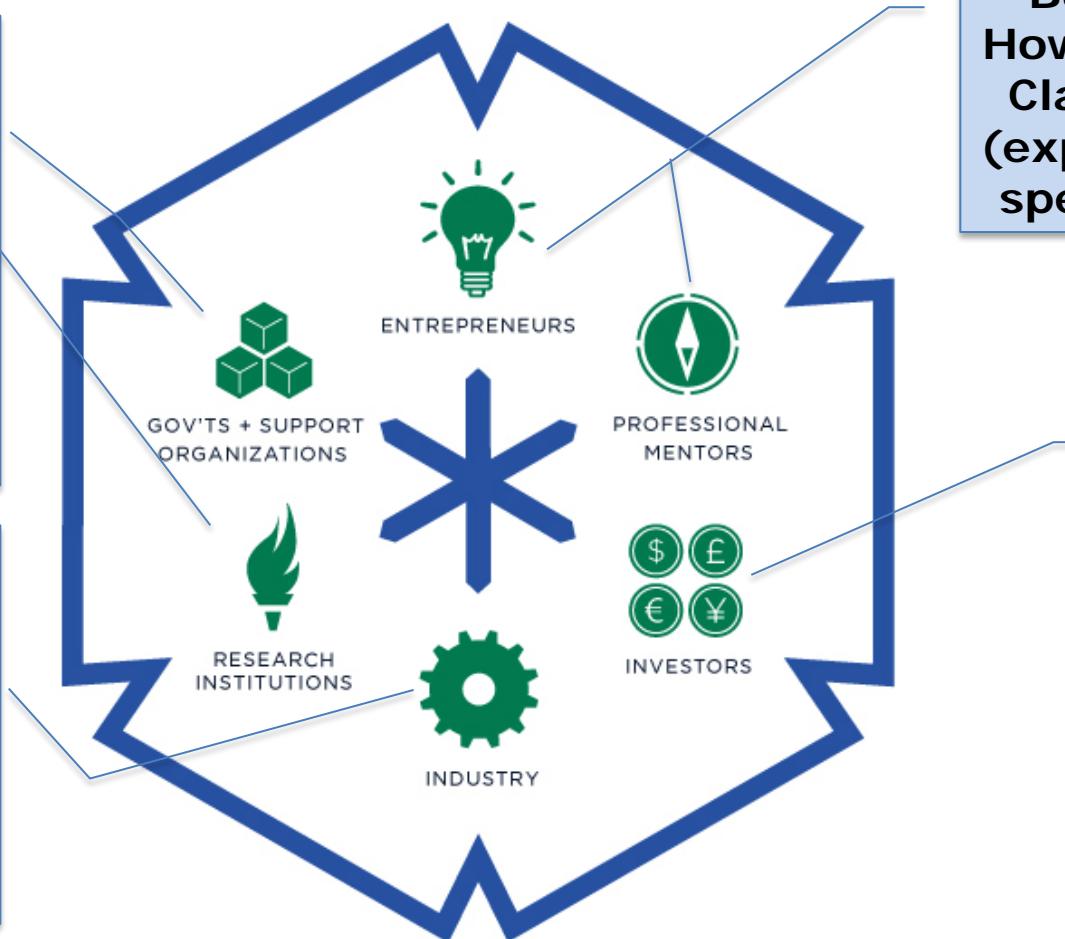
Build thriving Innovation ecosystems - reduce risk connect people

Improve “return” & societal benefit for investments in S&T

Open doors to market demand and improve product-market “fit”

Build Know-How with World Class Mentors (experience and specialization)

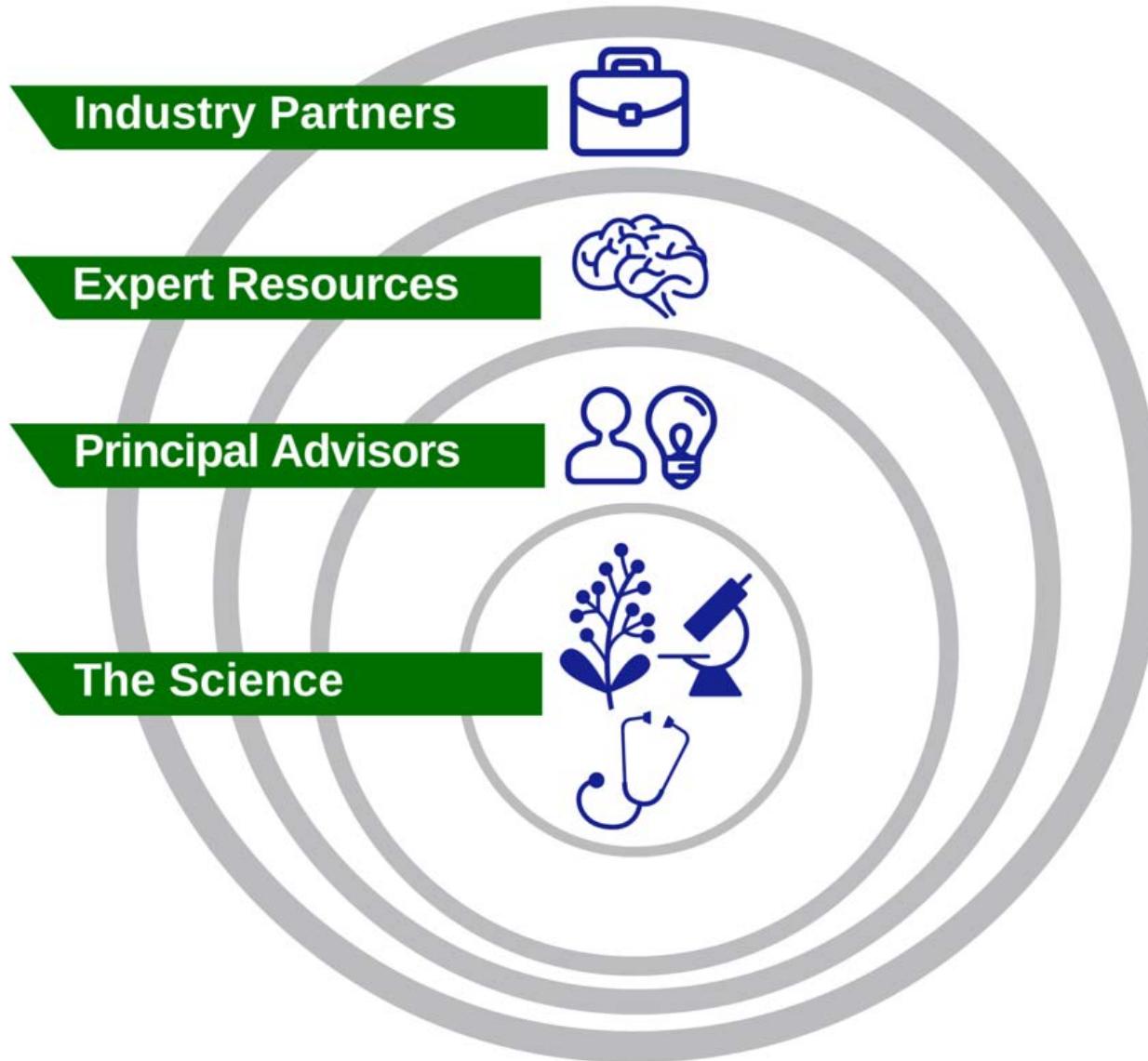
Nurture market-ready startups to meet investor readiness



The Larta Launch Pad



Larta's Network at work





- Defense



- Security



- Commercial





NBD NanoTechnologies



Ecovative Design



Agricultural
Waste



Fungal
Mycelium



Mushroom[®]
Materials



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





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.