

# Propelling Innovation: Guiding Innovators from the Laboratory to the Marketplace

**von LIEBIG**  
ENTREPRENEURISM CENTER

von Liebig Entrepreneurism Center

## CURRENT RESEARCH

Translation of university discoveries into products that benefit society

Academic research poised to benefit the world seldom makes it out of the lab and into the marketplace. In part, this is because technologies developed in university research labs are not market-ready; their value is unknown, the business model is unclear, and they lack an experienced business management team to commercialize the technology. The von Liebig Entrepreneurism Center at the University of California, San Diego bridges the gap between industry and academia, by providing business mentorship, entrepreneurial education and gap funding that help innovators move their discoveries to the marketplace. Led by Senior Executive Director Dr. Rosibel Ochoa and supported by a team of Technology and Business Advisors, The Center guides the innovators through the early stages of the commercialization process.

Through a combination of business mentoring, proof-of-concept grants, and experiential entrepreneurial education, the von Liebig Entrepreneurism Center has supported more than 200 innovator teams including faculty, students and staff, and assisted in the launch of more than 53 university-affiliated startup companies. Its vision holds steadfast onto training the next generation of entrepreneurial technology leaders, equipping them with the necessary tools to become more effective contributors as they join innovative technological companies. Overall, more than 1000 students have attended the von Liebig Center courses, and the enriching programs at the Center continue to evolve. Partnering with universities and organizations worldwide in Korea, Japan and Latin America, the Center has adapted its methodology to provide training and mentorship to innovators around the world, demonstrating...

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## AFFILIATION

 University of California, San Diego

## EDUCATION

- Rosibel Ochoa, Ph.D., *Senior Executive Director*, Entrepreneurism and Leadership Programs, UC San Diego Jacobs School of Engineering, Executive Director, von Liebig Entrepreneurism Center, UC San Diego Jacobs School of Engineering

## AWARDS

- Recipient of Athena Pinnacle Award, best organization My Startup XX, 2014

## RESEARCH AREAS

Education, Technology

## FUNDING REQUEST

Your contributions will provide financial support, to students interested in starting a company. A \$75,000/year donation, can support an entrepreneurial team conduct proof of concept studies, customer discoveries and receive individual mentorship to launch their own companies. Supporting this cause means supporting technology innovations poised to change industries, impact lives and reshape the world.

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