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COMPREHENSIVE
EQUITY AT OHIO STATE



NATIONAL SCIENCE FOUNDATION ADVANCE
PROGRAM FOR INSTITUTIONAL TRANSFORMATION

Reach for Commercialization: Inspiring Female Entrepreneurship

Mary Juhas, co-PI

Samantha Howe, Graduate Assistant

Joan Herbers, PI





Explaining the Entrepreneurial Gender Gap

- Women are more risk averse (Brindley 2005; Langowitz & Minniti 2007; Stephan & El Ganainy 2006)
- Women are not as comfortable with self-promotion (Stephan & El Ganainy 2006; Singh et al 2002)
- Women choose areas of research that are less amenable to commercialization (Stephan & El Ganainy 2006)
- Women have smaller networks (Forret & Dougherty 2004)



Addressing the Entrepreneurial Gender Gap

- All of this contributes to women having less opportunity to learn about or pursue commercialization efforts.
- Project CEOS addresses this by:
 - Introducing numerous pathways to entrepreneurship
 - Providing a supportive network of female entrepreneurs
 - Connecting women with resources on campus and
 - Supporting industrial networking connections

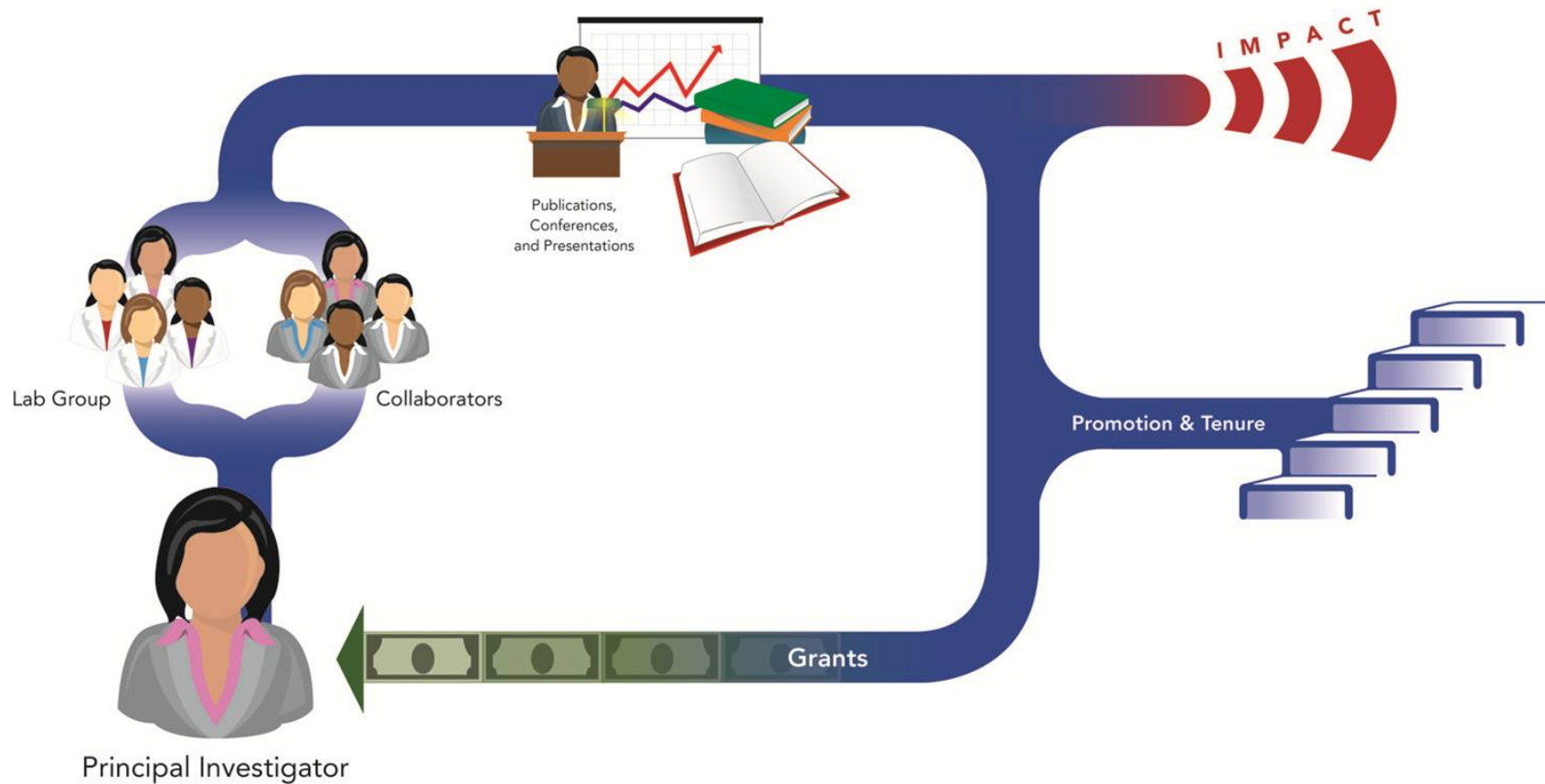


Pathways to Entrepreneurship

- From discussions with female faculty, it was clear that women:
 - Lacked knowledge about the variety of options for commercializing research
 - Conducted their research with an eye toward broader social impact, which many felt would not be strengthened by entrepreneurial activity
- As a result, the first step in supporting female entrepreneurship was to demonstrate how numerous pathways existed for generating social impact.

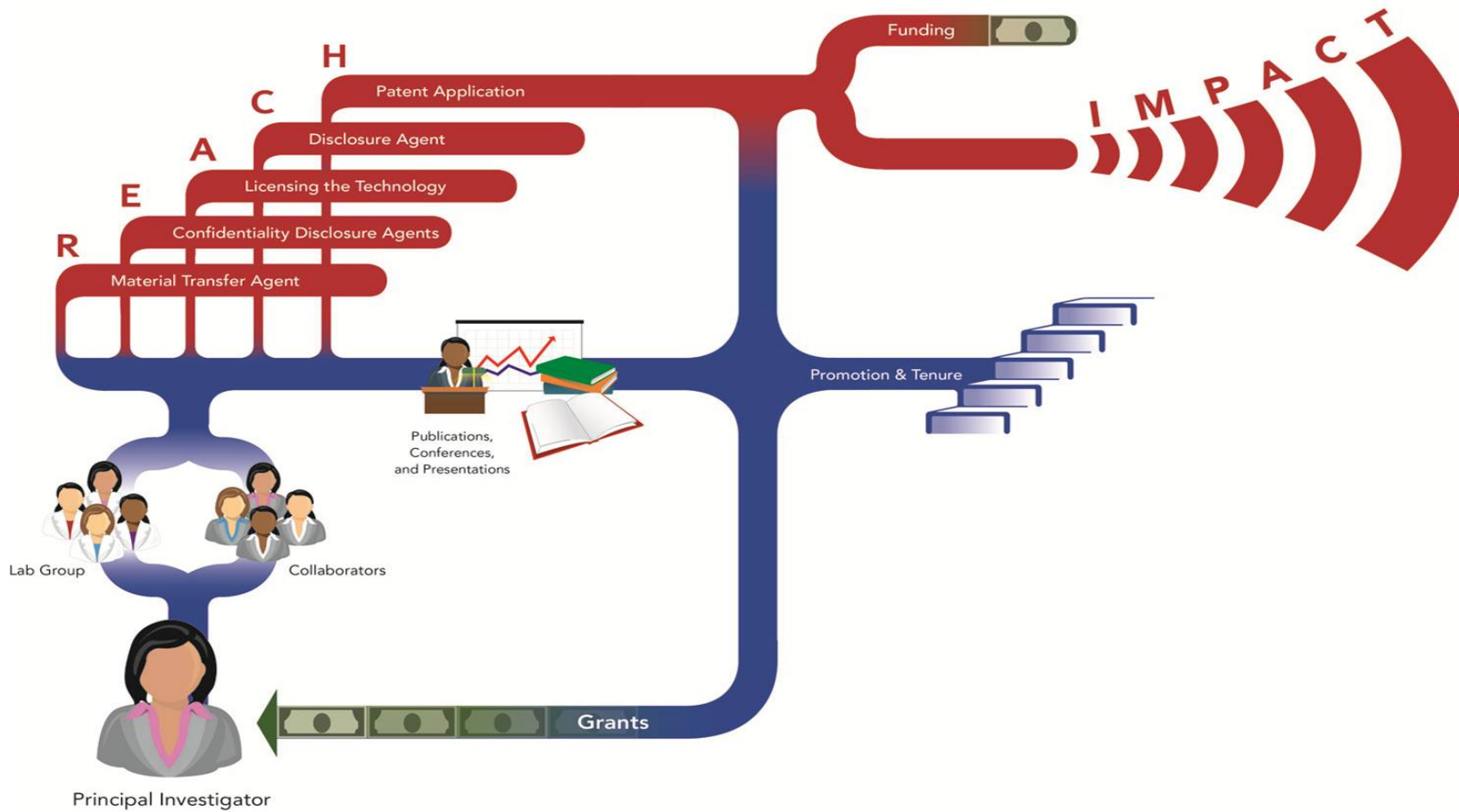


Traditional Pathways to IP Dissemination





Alternative Pathways to IP Dissemination



Two Approaches

- Project CEOS adopted two approaches to creating supportive networking opportunities that connected women to campus resources, industry liaisons, and each other:
 - Campus Cohort Approach
 - National Conference Approach



Campus Cohort Approach

- Twelve women in each cohort (24 women total) participated in a series of workshops on:
 - Visioning Social Impact from Research
 - Building Awareness and Skills for Collaboration
 - Capitalizing on Ohio State Tech Transfer
 - Stepping Out and Building a Network for Impact



National Conference Approach

- a diverse planning team
 - Technology Commercialization Office
 - Project CEOS
 - Center for Clinical and Translational Science (College of Medicine)
 - Fisher College of Business
- generated an agenda focusing on three main topics:
 - Learning the Landscape
 - Building a Team
 - Finding Funding



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National Conference Approach

50 attendees from across the STEM disciplines and at all levels of the career ladder attended the two day program in September 2012





National Conference Approach

- Speakers included national names, such as Lydia Villa-Komaroff and Scott Shane
- Industry speakers, university tech licensing officers, and academicians with entrepreneurial experience





Outcomes

- Reactions to both formats were generally positive.
- Surprisingly, the campus cohorts attracted a number of women with previous commercialization experience, suggesting the need for concerted, ongoing support for these women.
- Conference participants were especially appreciative of the personalized feedback that was provided.



Outcomes

- Pre- and post-testing demonstrated that both formats resulted in increased confidence that participants understood the tech transfer process.
- Immediate post-program testing demonstrated increased connections with industry contacts and increased industrial monetary support among the campus cohorts.

Next Steps

- Follow-up with all program participants to determine if the benefits of the programs are long-lasting and what additional support may be necessary.
 - e.g., one year post-program follow-up with the first campus cohort demonstrated that despite increased industry contact and industrial funding, women were less confident of their own abilities than they had been when leaving the program. A quarterly luncheon has been established to support participants in an ongoing fashion.



For more information
visit our website <http://ceos.osu.edu>
or contact
Mary Juhas, juhas.1@osu.edu
614-688-8239
or
Samantha Howe, howe.148@osu.edu
614-247-1879