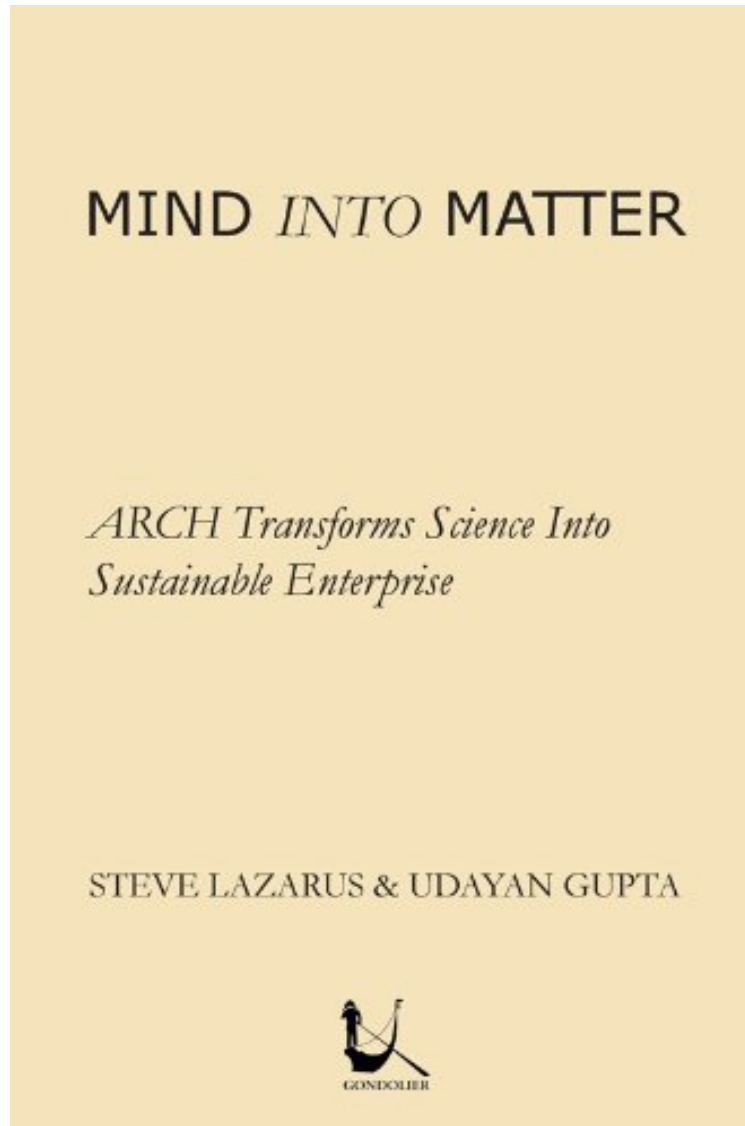


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MIND INTO MATTER: ARCH TRANSFORMS SCIENCE INTO SUSTAINABLE ENTERPRISE

STEVE LAZARUS, UDAYAN GUPTA

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commercializing breakthroughs in science and technology. The book serves as a great guide, imparting best practices, unique insights and intriguing anecdotes for those wishing to learn how to partner with inventors and entrepreneurs and navigate technology transfer offices at universities to take promising IP from the lab and build successful companies from it. 2 of 2 people found the following review helpful. Inside look at famous seed stage investor By Harry C. Cooper Jr. Cool book. Arch Ventures offers qualified hope to those who seek to willfully create business out of pure research. These guys have proven that it can be done. However, they are also uniquely qualified to tell folks how challenging this work is and how it can be pursued. Political, university, community, business leaders would be well served to read this book if they are serious about the notion of "universities as economic engine." Our country needs to be really good at doing this stuff. We aren't there yet. The Arch story can help us get there.

MIND INTO MATTERS Since 1980, when the United States government first allowed universities and laboratories to reap commercial profits from federally-funded projects, top institutions have been licensing their research. Over the past decade, more and more institutions believe the big money is in commercializing the research themselves. To create sustainable technology transfer programs, universities must risk their own capital. In doing so, they find themselves having to set up virtual venture-capital funds - often with sorry results. Yet, technology transfer has had considerable success and continues to hold great promise for universities, scientists, and venture capitalists. What are the approaches and elements involved in bridging the gap between academic research and entrepreneurial commercial success? *Mind into Matter* explores the history and issues of transferring ideas from university research labs to the marketplace, and the commercial and global benefits of this process.

About the Author Steve Lazarus is Managing Director Emeritus of ARCH Venture Partners. In 1986, he became the founding CEO and President of the ARCH Development Corporation and Associate Dean of the Graduate School of Business at the University of Chicago. From 1974 to 1986 he worked at Baxter Health Care, retiring as Group Vice President of Health Care Services. He served as Director of Amgen Corporation for seventeen years. Lazarus retired from the US Navy with the rank of Captain in 1974. He holds an AB degree from Dartmouth College and an MBA from the Harvard Business School.