



CSU Ventures Ambassador Program 2018-2019

CSU Ventures (CSUV) is the technology transfer office for Colorado State University (CSU). In addition to managing CSU's intellectual property, CSUV is committed to delivering a wide array of additional services to faculty, staff and students at CSU. To better serve the CSU research community, CSUV has developed the CSU Ventures Ambassador Program which enhances the vital connection between CSU researchers and CSUV. For the 2018-19 academic year, CSUV is seeking between 5-8 student ambassadors to assist and aid in the development of innovative strategies to reach the following key objectives:

- Increase understanding and awareness of CSUV's role across all CSU departments
- Help CSUV become more proactive in anticipating and identifying innovative research, creative works and potential inventions
- Support CSU startups in evaluation of product/market opportunity
- Participate in planning and implementation of the 2019 CSU Demo Day

Qualified applicants will be students who:

- Are **graduate students** in a Masters or PhD degree granting program **or Post-Docs at CSU**.
- Show excellent communication skills and can effectively network with students and faculty within their disciplines as well as in other areas
- Have an interest in discovering and moving technologies from early concept to the marketplace
- Are able to commit between 5-7 hours/week through the end of May 2019
- Are able to participate in the 10-hour student ambassador training (to be held in Sept. 2018)
- Obtain approval from their primary advisor to participate in the program

CSUV Ambassadors will receive monetary compensation each semester to acknowledge their participation in the program. Additionally, support will also be provided in the form of a travel allowance for travel related to their graduate studies or within the field of technology transfer.

To apply, interested students will supply the following:

- 2018-2019 Ambassador Application
- Current CV
- Cover Letter
- Faculty Approval Form

Applications are due no later than 11:59pm **August 3rd, 2018 to Steve Albers (steve.albers@colostate.edu)**. Interviews will be conducted in August with selected Ambassadors expected to participate in the training program in September.

Ambassador Program Goals:

2537 Research Blvd., Suite 200, Fort Collins, CO 80526
970.491.7100 www.csuventures.org

1. **Increase communication with CSU academic departments.**
 - a. Communicate a basic understanding of the importance of the technology transfer process.
 - b. Communicate the role of CSUV to fellow graduate students and CSU faculty/staff
 - c. Communicate their own science succinctly and clearly to a broad audience
2. **Develop basic tech transfer skillsets capable of supporting CSU startups.**
 - a. Competitive Landscape analyses
 1. Market Research Analyses
 2. Prior Art Searches
 - b. Value Chain and Ecosystem mapping
3. **Help CSUV become more proactive in anticipating and identifying innovative research, creative works and potential inventions.**
 - a. Interact with fellow graduate students to identify research occurring in specific labs
 - b. Summarize research topics to help better inform CSU Ventures staff
 - c. Highlight new faculty and their research
 - d. Support licensing staff in the identification and evaluation of intellectual property

Ambassador Expectations:

1. Greater than 90% attendance at weekly Ambassador Meetings
2. 5-7 hours/week of active engagement with the Ambassador Program
3. Full attendance at all major events/activities
 - a. Ambassador Training- Thursday, Sept 6th and Friday, Sept 7th
 - b. Research to Market (R2M) Program, September 26th- 28th AND November 8th and 9th 2018
 - c. Graduate Student Showcase- November 13th, 2018
 - d. CSU Demo Day- April 2019

By the completion of this program, Ambassadors will:

1. Communicate translational research in a clear and understandable manner
2. Identify commercial opportunities for CSU originated technologies
3. Build a competitive landscape analysis using
 - a. Prior art searches
 - b. Secondary market analyses
4. Deploy Lean Launchpad methodologies to better prepare University discoveries to succeed in commercial markets
5. Engage peers to communicate the value of engaging CSU Venture's programs