
Rive Technology, Inc



Taking Technology to Market A European Success in the US

Dr. Javier García Martínez
Co-founder, Chief-Scientist



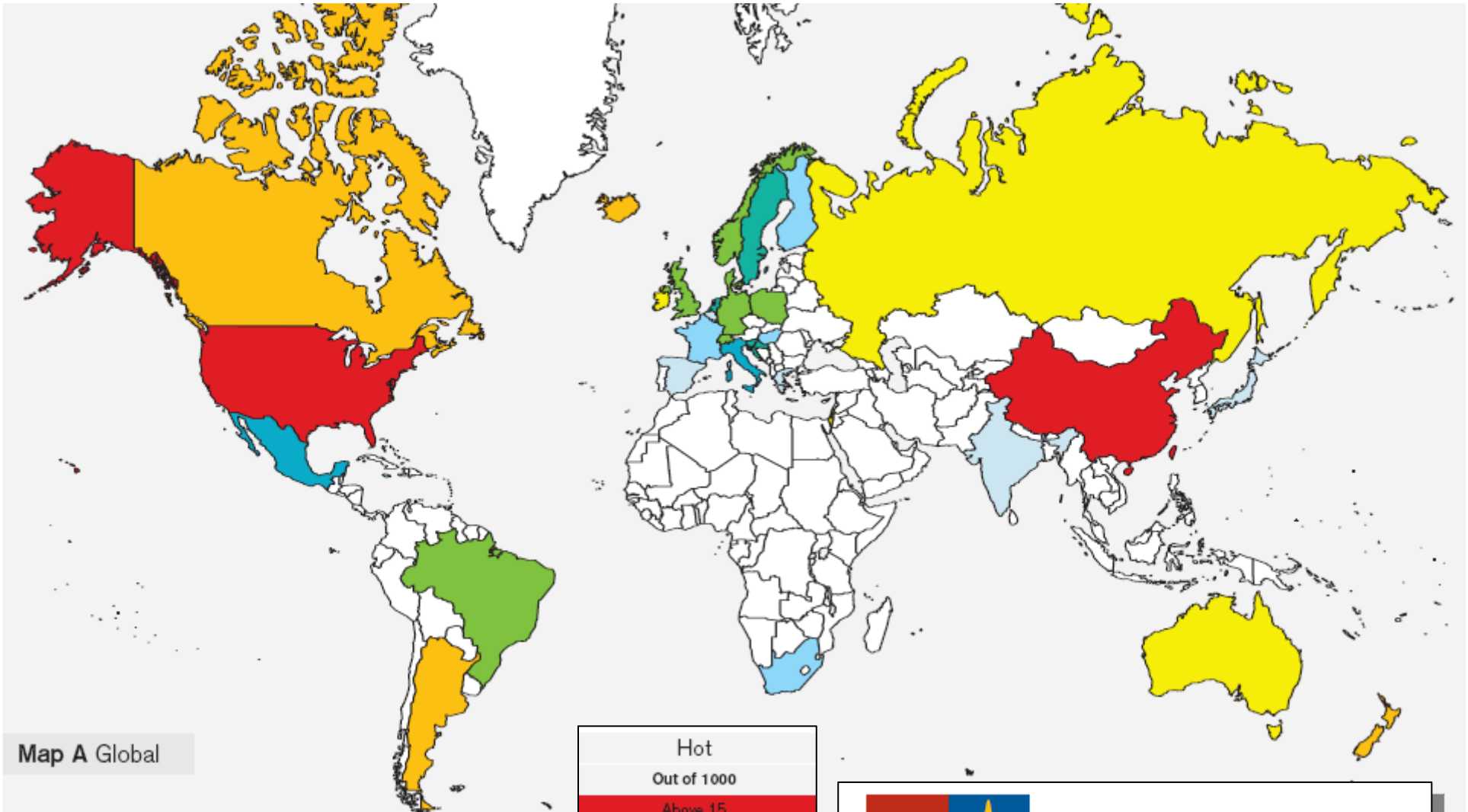
Outline

- Background: my entrepreneurial experience at MIT
- Rive Technology: an MIT spin-off
 - ✓ The story behind the scenes
 - ✓ Advanced nanotechnology for energy applications
 - ✓ Keys to success
- Taking innovation to market: no just technology transfer
- Innovation in the global economy
- The European challenge: from knowledge to value



Keys to Success

- It is possible to create successful companies based on university research
- This requires the right environment for innovation, creativity and excellence
- Technology transfer is not enough
- Entrepreneurial culture, critical mass and examples of success are critical
- Our students are our best technology transfer agents
- The three most important success factors are team, team and team
- Smart, world class, committed investors are part of that team
- Be honest, work hard, and have fun



Source: <http://www.mazars.co.uk>



Enhancing International Attractiveness



China will become world's second highest investor in R&D by end of 2006, finds OECD

ORGANISATION
FOR ECONOMIC
CO-OPERATION
AND DEVELOPMENT



- The challenge of retaining and attracting talent
- Improve the entrepreneurial culture and education
- A more ambitious and aggressive European Innovation Policy
- World-class universities and technology centers
- EIT as an innovation engine and talent attractor