



HAMPTON ROADS Research Partnership

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Academia-Business Roundtable to Pinpoint Profitable High-Tech Strategies

Newport News, Va. – Lessons learned, technology transfer and the path to success will be main points of focus for an academia-business roundtable entitled “Corporate Connections” that will begin at 11:00 a.m., during the 5th Annual Research Exposition on April 9 at the Ted Constant Convocation Center at 4320 Hampton Boulevard in Norfolk, Virginia.

There is no charge for admission and parking is free.

Each of three regional technology “clusters” – in bioscience, modeling and simulation, and sensors – will be represented during the first roundtable session by cluster-active businesses, as well as by cluster coordinators who are the liaisons between universities and industry.

A break with ample opportunities for personal interaction and socializing will follow in the second hour. Refreshments will be available throughout the roundtable event.

The third hour will feature perspectives from industry and academia, anchored by a presentation from Robert Brooke of Virginia’s Center for Innovative Technology on the federal government’s Small Business Innovation Research (SBIR) Program. The SBIR initiative has been widely praised for encouraging the entry of technology-focused businesses into the commercial arena.

The Corporate Connections event will conclude at 2:00 p.m.

The roundtable intends to help individual proprietors and small-to-medium-size businesses identify the best ways to capitalize on their unique assets and resources. Discussions will center on how successful firms bridge the gap between a potentially profitable idea and its viability as a commercial application or product.

“We’re bringing business together with academia to discuss the best strategies for transitioning laboratory research to the marketplace,” says Hampton Roads Research Partnership (HRRP) Executive Director H. Lee Beach, Jr. “It’s a great opportunity to

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share stories and approaches, what works and what doesn't. And we are very fortunate to have Bob Brooke with us, who really knows the nuts and bolts of the SBIR process."

Technology transfer and partnering are primary emphases for the three Research Partnership technology "clusters," in bioscience, modeling and simulation, and sensors. Each cluster leverages an existing industrial base and local concentrations of scientific and engineering know-how. The HRRP goal is to build a Hampton Roads base of technology expertise, while helping companies grow and flourish in ways that boost the regional economy.

Each Research Partnership cluster will be represented during the roundtable by a firm engaged in a given cluster business, as well as by HRRP cluster leaders who are acting as go-betweens, coordinating cluster interactions.

"All three clusters are generating their own 'communities of interest,'" Beach says. "Each has something vital to offer. We think there's a real opportunity here for Hampton Roads to become a national leader in each of the clusters. It's already happening with modeling and simulation."

Corporate Connections attendees will also be able to see the latest research from southeastern Virginia's academic community. Posters detailing results across a wide array of topics will be on display at the Constant Center.

The 2008 Annual Research Exposition is sponsored by the Virginia Tidewater Consortium for Higher Education (VTC), Eastern Virginia Medical School, Norfolk State University and Old Dominion University. The Research Expo aims to increase the scope of regional research and collaboration among its member institutions and regional, corporate and governmental entities.

The April 9 exposition will begin at 8 a.m. and conclude at 5 p.m. Admission and parking are free for the entire event.

For more information, visit http://www.odu.edu/ao/research/research_expo.shtml.

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The Hampton Roads Research Partnership (HRRP) is a consortium comprised of seven academic institutions, two federal research and technology laboratories, a research-oriented medical school and a national institute specializing in applied aerospace technologies and education. The Research Partnership is funded by its members and the Economic Development Administration of the U.S. Department of Commerce. Approximately 2,000 scientists and engineers are affiliated with HRRP member institutions. Online, the Research Partnership can be found at <http://www.hamptonroadsrp.org/>