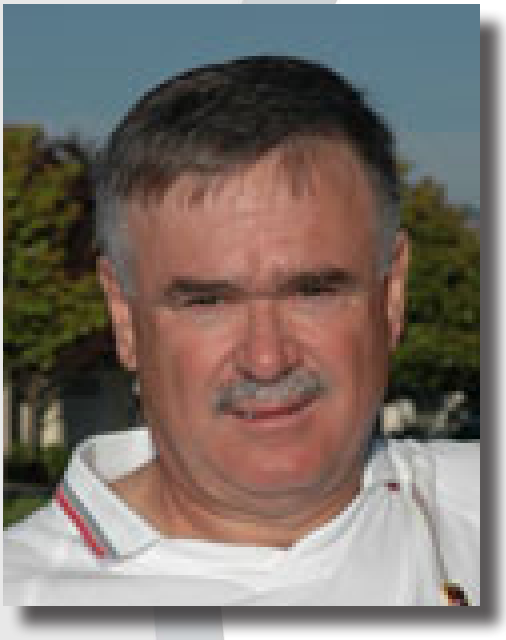
Department of
MECHANICAL ENGINEERING
THE UNIVERSITY OF UTAH

Distinguished Seminar Series

Venture Capital Model for Technology Commercialization with a Focus on Emerging Trillion Sensor Opportunity



Janusz Bryzek, PhD

Vice President of Development, MEMS and Sensor Solutions

Fairchild Semiconductor

Friday, December 7th, 2012, 2:00 pm

Warnock Engineering Bldg. (WEB) 1230

Reception to follow at 3:00 pm

Abstract: There are two phases in commercialization technologies:

Phase 1: using money to develop technology.
Phase 2: using technology to make money.

While the first phase is reasonably easy, it is dramatically more difficult to execute Phase 2.

Venture Capital Industry developed a model enabling increased probability of success and acceleration of the commercialization cycle. As a gage of this model's efficiency, National Bureau of Economic Research credits VC industry with 15% of US innovation, while representing only 3% of R&D funding.

This presentation will overview filters VC firms use in their due diligence process. It will follow up with characterization of emerging opportunities in MEMS industry forecasted to grow from $11.5B and 7.4B units in 2012 to $21.1B and 18.8B units in 2017. Brief introduction to even bigger growth potential to trillion sensors in 2022 will be included. Such growth is forecasted by selected visionary companies. TSensors Roadmap working group is being formed to develop advance visibility of these emerging applications Presentation will conclude with an overview of products developed in selected author's startup.

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Bio: *Dr. Bryzek cofounded eight Silicon Valley MEMS companies: Sensym (now Honeywell), ICSensors (now Elmos/MSI), NovaSensor (now General Electric), Intelligent MicroSensor Technology (now Maxim), Transparent Networks (now Intel), LVSI (now Atmel), Jyve (now Fairchild Semiconductor), and strategic marketing consulting BN Ventures. Currently Bryzek is VP Development, MEMS and Sensor Solutions, at Fairchild Semiconductor, after acquisition of Jyve Inc. in November 2010,*

Bryzek received his MSEE and Ph.D. from Warsaw Technical University, Poland. He completed Executive Management Program at Stanford University. In 1989 he was recognized as "Entrepreneur of the Year" by Arthur Young. In 1994 he was awarded the Lifetime Achievement Award by Sensors Magazine for the achievements in MEMS field. In 2003 he was awarded a lifetime Achievement Award by MANCEF.

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