

Rady School Partners with Swedish Accelerator to Commercialize Technologies in San Diego

January 24, 2011

Barbra Blake

The Rady School of Management at the University of California, San Diego today announced a partnership with accelerat.us, the Swedish organization created to accelerate technology transfer from universities and to help companies enter the U.S. market. The Rady-accelerat.us partnership will focus on San Diego's leading industries: wireless technology, life sciences, clean tech and defense - providing leadership opportunities for Rady MBAs and potentially creating new jobs in the regional economy.

Technology transfer is a signature component of the Rady MBA. The "Innovation Fellows Program" will allow students to work with a particular technology or company; providing market analysis, commercialization plans and strategies for entry into the U.S. market. In addition to providing a valuable learning experience, there is also a possibility that they can continue working for the company once it is launched in the U.S.

"What differentiates the Rady School from other business schools is our focus on moving innovation to the marketplace," said Rady School Dean Robert S. Sullivan. "Our MBAs learn how to translate innovative ideas into market opportunities and we are looking forward to this partnership bringing new companies to San Diego."

The partnership with accelerat.us joins several other programs at the Rady School that help bring innovation to the marketplace. The school's capstone course, Lab to Market, allows students to launch ideas into viable businesses; a partnership with an incubator, EvoNexus provides valuable hands-on experience; and the Rady Venture Fund challenges students to evaluate and invest in promising new companies.

Lada Rasochova, Ph.D., a Rady School alumna who manages these programs, says "for Rady MBAs, the opportunity to bring a new technology to the U.S. market is more than just a student project. It could change their careers forever."

The first Rady MBA project will work with AMRA, a spin-off from the University of Linköping. The company has developed a new method for quantitative measurement and classification of body fat and hopes to expand into the U.S. market.

"accelerat.us gives Swedish startups the opportunity to establish a presence and grow in the U.S.," said President Tomas Hagenfeldt. "San Diego was chosen for its focus on innovation-driven industries and we are looking forward to working with the Rady School to bring new companies to the region."

accelerat.us was funded by Swedish governmental agencies Innovationsbron and Vinnova. They provide business coaching to young companies and access to venture capital and angel networks. Visit <http://www.accelerat.us> to learn more.

The Rady School of Management at UC San Diego educates global leaders for innovation-driven organizations. A professional school within one of the top-ranked institutions in the U.S. for higher education and

research, the Rady School offers a Full-Time MBA program, a FlexMBA program for working professionals, a Ph.D. program, and undergraduate and executive education courses. Learn more at <http://rady.ucsd.edu>.

Media Contact: Barbra Blake, (858) 534-1208 or bblake@ucsd.edu