



THE UNIVERSITY OF ARIZONA  
TECH LAUNCH ARIZONA

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SYNERGY 2013-2014

The University of Arizona is a place of learning, discovery and invention. At **Tech Launch Arizona**, we bring those discoveries and inventions to the world. We combine the talents of our faculty and researchers together with the experience of entrepreneurs and investors. We cultivate these conversations, fostering ideas that start in the lab, and grow them into new products and businesses. We bring the inventions born of academic research to the world for far-reaching economic and social change.

We create ecosystems of invention and commercialization. In this environment, strategic insights, forward-looking decisions and smart investments bring people and resources together – all in synergy – for increased economic prosperity and a better quality of life.

#### TECH TRANSFER ARIZONA

**We move** UA technologies into the marketplace by collaborating with researchers to assess, protect and market new intellectual property (IP). And we negotiate agreements with companies – both existing and start-ups – to bring those inventions to the world.

#### WHEELHOUSE ARIZONA

**We connect** research, researchers and IP with business leaders and domain experts to launch new technologies. And we maintain deep relationships with newly formed enterprises created to commercialize great UA innovations.

#### CORPORATE RELATIONS ARIZONA

**We create** valuable, multi-faceted partnerships with large corporations, bringing the UA's talent, innovative capacity and intellectual assets to bear on today's grand challenges.

#### TECH PARKS ARIZONA

**We integrate** people and place, helping technology companies throughout all phases of development through the Tech Parks Arizona assets and the resources of the Arizona Center for Innovation.

# TECH LAUNCH ARIZONA

The world's data is growing exponentially. Doctoral student Rui Zhang and Computer Science Professors Saumya Debray and Richard Snodgrass were performing leading-edge research on how to make databases perform faster.

Together, the three researchers cultivated the original work—which began as a research project for Zhang—turning it into an entirely new technology called micro-specialization.

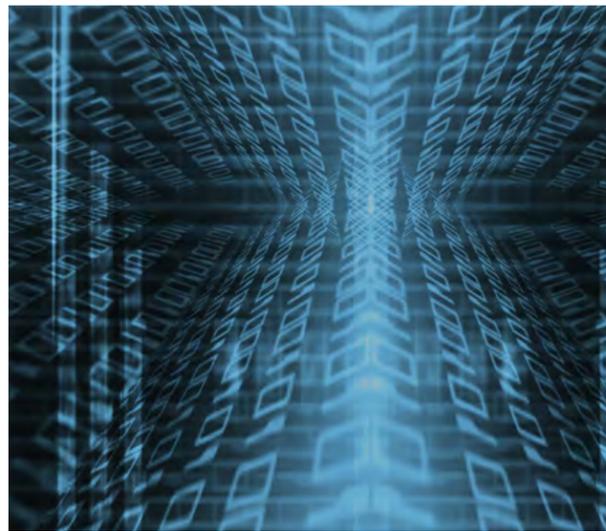
With the invention developed, it was time for the marketplace. Working with Tech Launch Arizona, they formed a new company, patented their invention, and successfully negotiated the licensing agreement giving the company rights to the technology.

Experts from various branches of TLA – from the Wheelhouse to Tech Transfer to the Tech Parks – all came together to help the team successfully and seamlessly navigate this process of commercialization.

“I want to thank the TLA team for contributing in their unique and substantial ways to getting our company to this point. We are all delighted with the win-win approach taken by TLA.”

Inventor -Professor of  
Computer Science

**Richard Snodgrass**



A bacterial disease called early mortality syndrome (EMS) is killing off the stocks of the world's three largest shrimp producers: Thailand, China and Vietnam. In some places, production is down by nearly 50 percent from last year.

At the University of Arizona, Professor Don Lightner in the Department of Veterinary Science and Microbiology, has a solution for detecting the bacteria in the stocks, allowing infected populations to be separated from healthy ones.

Even so, he faced a great challenge: how to get that innovation from his lab out to the world – on the large-scale required – where it could mitigate this imminent problem.

Tech Launch Arizona searched worldwide for the right company to license the invention and bring it to market. The fit came in GeneReach Biotechnology Corporation, and through a TLA-brokered agreement, the EMS diagnostic is being made available worldwide in early 2014.

“Developing the diagnostic has been a complex process, but now that we've got that done, I'm just delighted that we have a clearly defined way to get it out to the world to help solve the problem.”

Inventor -Professor, Department of Veterinary  
Science and Microbiology

**Don Lightner**





## Improving Healthcare Delivery

At the College of Pharmacy, faculty and researchers developed a complete medication management system. Integrating software, people and processes, it evaluates millions of prescriptions and medical claims, finds opportunities to reduce risks of adverse events and drug interactions, improves medication adherence and reduces costs. The UA licensed the technology to Tucson-based Sinfonía HealthCare Corporation to create a new company, SinfoníaRx, to bring the solution to the public.



## Reducing Traffic Congestion

Smartrek, a mobile app developed by Yi-Chang Chiu at the College of Engineering, uses advanced traffic prediction and vehicle routing to help drivers avoid snarls while helping cities reduce them. With assistance from the Arizona Center for Innovation, a new company, Metropia, was formed to distribute the app in cities around the nation and the world.



## Powering Tucson and the Future of Solar

The 225-acre Solar Zone at the UA Tech Park is one of the largest solar demonstration and evaluation sites in the world. The various technologies being tested here are feeding 23 megawatts into the local electrical grid. The site represents a unique public-private partnership between the UA, Tucson Electric Power (TEP) and private solar companies. Here, faculty and students collaborate with these companies to learn from and improve their innovations.



## Enhancing Border Security and Efficiency

BorderTEC (Technology Evaluation Center) at the UA Tech Park offers independent third-party testing, demonstration and evaluation of new security technologies, such as those in competition for the Department of Homeland Security's Integrated Fixed Tower (IFT) contract. The site leverages Tucson's proximity to the U.S./Mexico border and regional military installations, and access to the talents of UA faculty and student expertise.



Throughout the first six months of this fiscal year, we have focused on developing tools, processes and relationships – all in synergy – to create a new UA ecosystem of innovation. With that foundation, we will continue grow our impact and serve the UA community to bring their inventions to the marketplace where they can truly change the world.

This is where research, innovation and business come together.

Learn more about Tech Launch Arizona.

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