

**GEORGE MASON UNIVERSITY  
BOARD OF VISITORS**

**Research Committee Meeting  
October 13, 2016  
Merten Hall, Fairfax Campus**

**A G E N D A**

- I. Call to Order**
- II. Approval of Research Committee Minutes for May 5, 2016 (ACTION ITEM)**
- III. New Business**
  - A. GO Virginia and VRIF Partnership and Funding Opportunities (Deb Crawford)
  - B. Formation of the Institute for Biomedical Innovation (IBI)
    - 1. Overview and Director Search (Deb Crawford)
    - 2. Strategic Partnerships with Inova Health System and the Translation Genomics Institute (Ali Andalibi)
    - 3. A Focus on IBI Science (Siddhartha Sikdar, Bioengineering)
    - 4. Intellectual Property and Innovation Partners (Hina Mehta and Sean Mallon)
- IV. Adjournment**

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**GEORGE MASON UNIVERSITY  
BOARD OF VISITORS**

**Research Committee Meeting**

**May 5, 2016**

**Merten Hall Room 1204**

**Fairfax Campus**

**Meeting Minutes**

Present: Chairman-Anne Gruner, Provost S. David Wu, Vice President Dr. Deborah Crawford; Visitors Mahfuz Ahmed, Karen Alcalde, Claire Dwoskin, John Jacquemin, Jon Peterson; Faculty Representative June Tangney; Justin Van Buren; Guest Presenter Mr. Sean Mallon.

Absent: Rector Tom Davis, President Àngel Cabrera; Faculty Representative Charlene Douglas; Student Representatives Khushboo Bhatia, Justin Van Buren

- I. Meeting called to order by Chairman Gruner at 11:58am, minutes motioned by Visitor Ahmed, approved by Chairman Gruner.
- II. Chairman Gruner introduced Dr. Deborah Crawford and Mr. Sean Mallon
  - A. Dr. Deborah Crawford introduced herself and provided committee with her background in research and how she will be bringing her expertise to Mason.
  - B. Mr. Sean Mallon introduced himself and provided committee with his background with CIT and founder of his own companies and how he will also bring his expertise to Mason while teaming with the VPR to build entrepreneurship and innovation opportunities.
- III. Dr. Deborah Crawford, Vice President for Research and Mr. Sean Mallon, Associate Vice President for Entrepreneurship and Innovation, co-presented on Shaping Mason's Research and Innovation Future (**Attachment #1**).

Higher education is in transition, needing to meet affordable access to diverse student bodies. Fundamental research needs to allow for a thousand flowers to bloom while also cultivating the tall poppies, multidisciplinary synergies to be formed to nourish the core research and signature initiatives, such as health & wellness and security and resilience, and growing or status to remain in R1. Social scientists at Mason to be participating in biomedical research and leverage resources to be competitive with the federal agencies to meet societal challenges.

Core research facilities will need to be identified among Mason and Inova campuses and allowing access to researchers and students. A high profile researcher is currently housed in the Biomedical Research Lab (BRL) and has begun to conduct work in his lab. Efforts to reach out to other state VPRs has begun.

World class research will need to be conducted to receive federal funding, need to invest in areas of engineering and other sciences. Once more visits and the opportunity to learn what is currently of access and where we need to go, there will be more to report on in future committee meetings.

Sean Mallon will be working collaboratively with Deb Crawford on:

1. Customer focused team approach
2. Customers
  - Student entrepreneurs
  - Faculty researchers
  - Mason alumni
  - Community-based entrepreneurs
3. Low Friction on-ramp for:
  - Assessment of commercial viability
  - Business model review and assistance
  - Patent & Licensing
  - Custom mentoring
  - Access to capital
4. Entrepreneurship Team
  - Sean Mallon
  - Mason Enterprise Center
  - Office of Technology Transfer

Online Vision: [Entrepreneurship.gmu.edu](http://Entrepreneurship.gmu.edu) (review the organizational chart to show how all team members will be linked together through news, events, and academics)

Chairman Gruner shared need to share what resources exist at Mason and have marketing efforts expand to inform the Mason community, alumni, etc. of the current services. The old Fenwick library space is to become an entrepreneurship showcase and will house collaborative space for the Mason community to meet and future location of AVP's office.

Board of Visitors Research Committee Meeting

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Mr. Mallon to form advisory boards for new entrepreneurs to meet with and to share knowledge with those starting and launching new companies. The Inova partnerships to be a branch of these efforts.

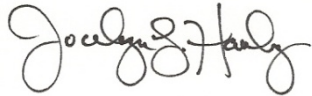
Desired Outcomes

1. Mason spin-out companies to launch
2. More commercialization of Mason Research
3. More access to regional/national accelerators
4. Success raising private

IV. Adjournment

Visitor Gruner motioned to adjourn meeting, seconded by Visitor Ahmed.  
Chairman Gruner adjourned the meeting at 12:56pm.

Respectfully submitted,



Jocelyn L. Hanly  
Research Committee Secretary Pro Tem

Attachment #1: Presentation slides by Dr. Deborah Crawford and Mr. Sean Mallon

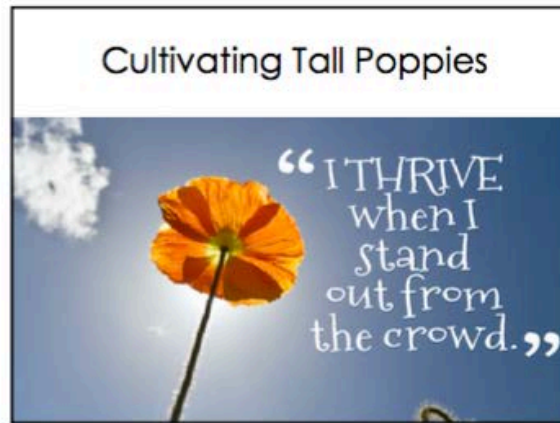
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### National Movement of Modern Public Research Universities

Knowledge enterprises:

- Providing affordable access to demographically diverse student bodies
- Embedding discovery in learning mission
- Partnering with external stakeholders to maximize research impact
- Enriching regional economies and social systems



### Signature Initiatives

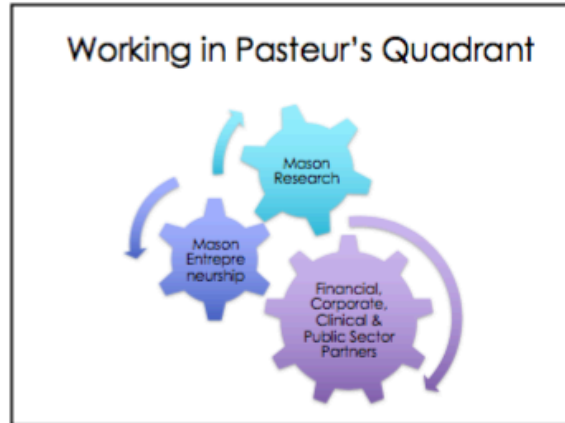
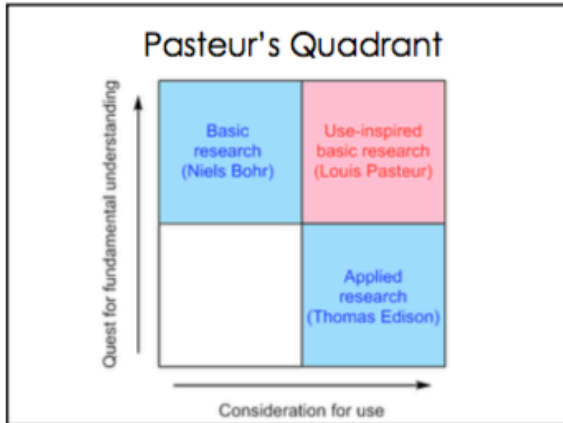
Health & Wellness  
Security & Resilience

.....

Core Research

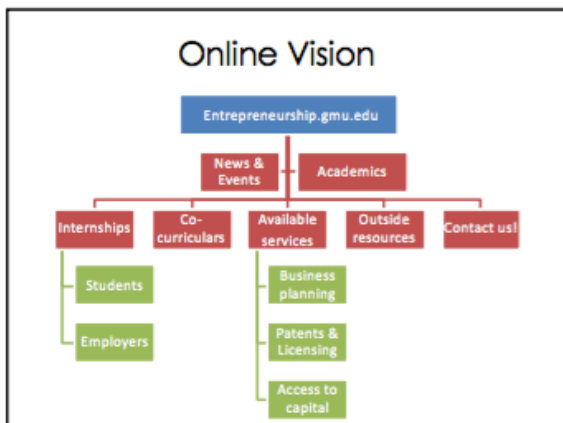
### Identifying What's Visible But Not Yet Seen

- Capture research strengths, weaknesses, opportunities and threats
- Seek consensus on strategic research priorities/narrative
- Align Mason research investments - in people and in infrastructure allocation and support - with strategic priorities
- Establish goals, metrics and performance indicators
- Measure progress and adjust



- ### Entrepreneurship@Mason
- Customer-focused team approach
  - Customers:
    - Student entrepreneurs
    - Faculty researchers
    - Mason alumni
    - Community-based entrepreneurs
  - Low-friction on-ramp for:
    - Assessment of commercial viability
    - Business model review and assistance
    - Patent & licensing
    - Custom mentoring (e.g. go-to-market)
    - Access to capital

- 
- ### Entrepreneurship Team
- AVP Entrepreneurship & Innovation
    - Sean Mallon reports to Provost David Wu
  - Mason Enterprise Center
    - 27 full-time & 28 part-time
    - Largely self-funding
    - MEC in Fairfax, Loudoun & Fauquier counties
    - Virginia SBDC network (29 locations across Virginia)
    - PTAP (procurement assistance)
    - Community Business Partnership (CBP)
  - Office of Technology Transfer
    - 3 full-time & 1 part-time



- ### Desired Outcomes
- More Mason spin-out companies launched
  - More commercialization of Mason research
  - More access to regional & national accelerators
  - More success raising private capital
  - More success winning SBIR/STTR awards
  - More jobs created in Virginia
  - More entrepreneurial culture
  - Virtuous cycle of entrepreneurial growth





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