

Venture Funding for the University Startup

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Universities have long-served as the breeding ground for innovative technology and research. For that reason, university-developed technology has often been an attractive target for venture capital funding. Such venture funding has aided in the successful commercialization of select intellectual property developed by entrepreneurial-minded university faculty and students. Without this financial assistance, the technology may still be considered a great academic accomplishment for the university but may never develop into a successful business for its inventors.

This chapter is aimed at helping technology transfer offices (TTOs) and entrepreneurial faculty and students understand the role of venture funding for university startups. It will first explain the sources, stages, and strategies for venture funding. It is also designed to provide insight into how to attract investors and how to manage investors' expectations. Finally, this chapter will provide guidance on how your university can support entrepreneurship and foster an innovative culture that attracts venture funding for its startups.