



US-Polish Trade Council Newsletter

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Dear USPTC Member,

We at US-Polish Trade Council ("USPTC") would like to wish each of our members, affiliates and supporters a healthy and successful New Year 2012.

In the last issue of our newsletter we shared with you the objectives of Poland's Presidency of the Council of the European Union ("EU") for the second part of this year. On December 14, 2011, Polish Prime Minister Donald Tusk participated in the plenary session of the European Parliament in Strasbourg to conclude the Polish Presidency. In his address, Mr. Tusk, while summarizing Poland's EU presidency, said, inter alia, that "the Poles deserve such praise exactly because it was with such belief in the significance of common Europe that they tackled the challenges which the Polish Presidency faced - be it work on the so-called "six pack", the accession of Croatia, the Eastern Partnership, energy security, or other legislation, such as the single European patent. In all of these areas, we have managed to take our responsibilities and work to the final stage. It was mainly because the Polish Presidency has been led by people who are really serious about Europe as a community and who despite that - or, maybe the other way round - because we have been struck by the crisis, including the crisis of trust, we wanted to demonstrate that the duties and involvement of a European should be even more clear-cut and determined at such times." To read the full address, please visit: <http://pl2011.eu/node/23859>

Locally, in Silicon Valley, USPTC, primarily through its Chairman, Prof. Piotr Moncarz, and President, Mr. Jerzy Orkiszewski, supported Stanford University in structuring and conducting the first edition of the Poland's "Top 500 Innovators - Science Management and Commercialization" Program. Shortly before the holidays, the inaugural edition of the Program, created and sponsored by the Ministry of Science and Higher Education of the Republic of Poland (MNiSW), concluded during a memorable graduation ceremony. As the eight-week program dominated the last several months of our activities, we devote significant portion of this newsletter to that event, including two perspectives from the program participants. As always, if USPTC is new to you, we encourage you to visit its website located at www.usptc.org and learn about USPTC's

mission, history, officers, board of directors ("Board") and its activities. We also invite you to consider becoming a member of USPTC at <http://www.usptc.org/membership.htm>. See also the end of this newsletter for benefits of membership.

PAST EVENTS

Top 500 Innovators at Stanford University

In the last issue of our newsletter, we informed you about the then-upcoming arrival of the first forty participants in the first edition of the Top 500 Innovators Program. In mid-October, the Top 40 started their eight-week program at Stanford University. On December 13, 2011, with the participation of Deputy Minister of MNiSW, Secretary of State, Prof. Maria E. Orlowska, the Top 40 celebrated the graduation from the program. For additional information on the program, please visit the blog authored by program participants from the AGH University of Science and Technology in Krakow at <http://zaghnastanford.blogspot.com/> and USPTC's website at www.usptc.org.

We asked two Program participants, Dr. Piotr Sulikowski, member of the faculty of the West Pomeranian University of Technology in Szczecin and Weronika Adrian, post-graduate Research and Teaching Assistant at the Computer Science Laboratory at the AGH University of Science and Technology in Krakow, to share their perspectives with us.

Top 40 of Poland's Top 500 Innovators at Stanford, October - December 2011

By [Piotr Sulikowski](#), Leader of the Group, Poland's Top 500 Innovators

The first edition of Poland's Top 500 Innovators special program at Stanford University, sponsored by the Ministry of Science and Higher Education of the Republic of Poland and the European Union, came to an end the week before Christmas. The graduation ceremony was attended by a special guest from Poland, Secretary of State Prof. Maria Orlowska. The graduates were presented with Stanford certificates and accepted as supporting members of the US-Polish Trade Council ("USPTC").

Prof. Piotr Moncarz was the Academic Director of the program, whose three main areas of focus were Innovation, Business and Technology. The aim of the program was to provide Polish scientists and leaders with expertise necessary for global commercialization of ideas. All participants of the program were selected in a multi-stage recruitment process.

The MBA-style course comprised of lectures, seminars, and interactive workshops, meetings with venture capital firms and angel investors as well as study visits to leading companies in the Silicon Valley area, co-organized by USPTC. The laureates had an opportunity to learn about, among other things, design thinking, prototyping and rapid transformation from renowned world specialists. We could see how innovation is fostered at such organizations as Google, KLA-Tencor, Cisco, Aruba Networks, Exponent, NASA or SLAC as well as explore the ecosystem of California which stimulates innovation and entrepreneurship.

The Top 500 Innovators project has been long awaited by the scientific and business communities of Poland. Recent changes implemented into the Polish law, thanks to the work of the Ministry of Science and Higher Education, facilitate the atmosphere for developing links between research and industry. Stanford University, with its long-term tradition of knowledge transfer, and Silicon Valley in general, both seem the right places to observe far-reaching benefits of such links. We had an opportunity to meet open, friendly, brilliant people, many of them with strong ties to Poland.

While through the interactions within our group we experienced a great lesson of debate and compromise, it is from the people we met in California that we could learn about optimism, determination and networking. They willingly shared with us valuable experiences, passions and success stories in commercializing new ideas and showed us that if one works hard and believes in the unbelievable, his or her dreams are bound to come true. Personally, I am truly convinced that the effect of interactions with those people on the mindset of the Top 40 and on the general outcomes of the Top 500 Innovators initiative cannot be overrated.

On behalf of the Top 40 of Top 500, let me express great thanks and wishes of success in further strengthening our cooperation with USPTC & Stanford University and developing the mutually beneficial ties linking Polish and American nations and their economies. We will gladly cherish all the relations initiated during our stay in sunny California!

First Edition of Top 500 Innovators Program - A Perspective From Within

By Weronika T. Adrian

The pilot edition of the "Top 500 Innovators Science - Management - Commercialization" program ("Program") has taken us away from our daily routines and for two months moved into another world, right into the heart of Silicon Valley. We, forty individualists, active researchers and technology transfer officers, traveled to California with high hopes and expectations. We were not sure what we would experience and who we would meet once there. Some of us anticipated learning about new methods of technology transfer, procedures and solutions for knowledge commercialization; others were excited about the possibility of working with famous Stanford professors. The reality surpassed our expectations in so many ways, that now - after a few days since our return to Poland - we are still organizing our thoughts, putting in order new contacts and inspirations.

During our stay in California, we had a chance to meet and work with wonderful people with various research and business backgrounds. We spent hours in classes focused on business strategy and models, decision analysis, market assessment, technology viability, IP issues and challenges related thereto, design thinking, creativity, radical collaboration, rapid prototyping and more. We had numerous site visits to companies such as Google, Intel, KLA-Tencor, Cisco Systems, Aruba as well as NASA Ames Research Center and SLAC National Accelerator Laboratory. During each visit we had a chance to listen to interesting presentations, see the companies' labs and ask our

hosts multiple questions. We made new contacts and friends among scientists, professionals, venture capitalists and entrepreneurs.

I think most of us expected a different approach to learning, one that is an opposite of the one we actively participated in. Instead of procedure, we were presented with a completely new way of thinking. The solutions we learned about are neither solely technical nor procedural; they allowed us to learn about the Silicon Valley ecosystem, its inspirations, philosophy, stories, catchwords and quotes. As Prof. Behnam Tabrizi, former advisor of President Barack Obama, said, we not only got tools for doing, but more importantly: tools for being. Should we be disappointed? I don't think so. In my mind, we should be very grateful as we were given the opportunity to broaden our horizons and have a new perspective on various things.

Some classes opened long unused cells in our heads. I heard one of my friends saying: "I used to think this way when I was younger... why did I stop?" Classes on creativity, prototyping, brainstorming and radical collaboration unleashed such an awesome potential and talents that we inspired one another day after day during the entire Program. Ideas flourished multitudinously, and once we learned how to build using others' concepts, we were able to generate more and more of them every day. We learned how to see big opportunities in complex problems. We discovered great possibilities of interdisciplinary teams and projects.

Stanford University campus and its special environment fostered comprehensive development of each participant of the Program. Apart from participating in numerous classes, we visited interesting labs, including VAIL, d.school, Virtual Reality Lab and Center for Computer Research in Music and Acoustics. In the evenings, we organized indoor seminars in order to share our interests and look for new ways of cooperation. And last but not least, we owe a great "THANK YOU!" to the US-Polish Trade Council ("USPTC") for helping us organize marvelous weekend trips and for their day-to-day support.

We had a chance to participate in lectures given by professional investors and entrepreneurs. Time spent with Mike Lyons or Donna Novitsky cannot be overestimated. Their practical experience in a number of companies, with their successes and failures seen from various perspectives provoked lively discussions and additional meetings. And lastly - I will never forget the presentation during the entrepreneurship workshop with Sara Rauchwerger. I spent the night preparing a pitch about my group's project and then presented it in class to venture capitalists. Never before was I so astonished than when after I gave a passionate speech concluding with "we need \$7M", the investor not only did not seem surprised, but after several questions, he set an appointment with our group to discuss the details!... Well, probably this is not the time for me becoming a millionaire, but the important thing is that some ways have been paved. And this applies both to the psychological, as well as networking side.

We met a lot of wonderful and inspiring people during the Program. Professors, entrepreneurs, Stanford University staff, people from

the USPTC and many, many more. It has been a unique experience.

We are now back in Poland, facing our daily duties and challenges. But I think we haven't literally gone back to our problems. We are somewhere else, we are someone else, slightly but irreversibly changed. Maybe with more sunshine inside, more strength and optimism, definitely with broaden horizons and more ideas. I think that we understand more and know more about what we do not know. This is also very great.

I cannot speak for all the participants, but I think most of us will start making changes in our environments. For some, it may be our teaching methods, for others the teamwork in our research groups, technology transfer procedures in our institutions, or networking and ways we do and manage our research. And we may fail, for the first time or the second, but we are not afraid of that. "OK to fail" is a mantra we were told so many times that we know that failures are very valuable as long as we learn from the mistakes we make. And we also heard that "if you want to have a breakthrough, you need some breakdowns". And so many other things... So beware, the first 40 of the Top 500 Innovators have come home!

UPCOMING EVENTS

Global Technology Symposium, March 2012

As noted in our last newsletter, the Ninth Annual Global Technology Symposium ("GTS") will take place on March 28-30, 2012 in Menlo Park, California. GTS is the leading investment conference focusing on issues related to venture capital, technology and entrepreneurship. "Entrepreneurship and the Global World" is the theme of GTS 2012 which is also a topic of major importance to Poland where transfer of innovations from research institutions into the market is still at an unsatisfactory level. To register, and for updates on the current list of speakers, please visit www.GlobalTechSymposium.com. Please use USPTC2012 code while registering.

MEMBERSHIP

Please consider becoming a member and join USPTC today by visiting <http://www.usptc.org/membership.htm>.

USPTC offers several levels of membership such as student, individual, early stage company and regular corporate. Each membership level has specific benefits assigned to it such as event registration discounts, information flows including email announcements and listings in USPTC's online directory, sponsorship opportunities, and access to USPTC leadership, to name a few.

ANNUAL SPONSORSHIP

In the U.S. and Poland, USPTC's activities reach many industry professionals in product development, manufacturing, marketing, sales, finance, research, and operations. If you are associated with an enterprise which benefits from ties to industry professionals or has international business, we encourage you to inquire about our annual sponsorship program. Annual sponsors will be promoted at USPTC events, and receive special promotion in USPTC communications such as its web site, emails, newsletter, and social networking groups. Annual sponsors will also have priority access to USPTC officers and Board members.