



Visionaries Wanted.

Here at the Lally School of Management & Technology, we live and breathe entrepreneurship. As part of [Rensselaer](#), a world-class technological university dedicated to research, discovery and invention, Lally continually creates new programs to support emerging entrepreneurs at every stage of the business development process.

You may already know about Lally's exciting new **Economic Stimulus Package (ESP) Challenge** Scholarship program to support MBA applicants developing business concepts that apply technology for social good. As the next step in the process of bringing new technologies to market, we are introducing **The Lally Tech Launch Pad** program.

As its name implies, **Tech Launch Pad** is designed to power new business concepts to the next level by putting a 'rocket booster pack' of resources behind emerging entrepreneurs. Directed by Bill Dailey MBA '98, the **Tech Launch Pad** summer 2009 pilot program will assist selected innovators and inventors in taking their products to the next level of commercialization. Dailey, a credited inventor on 3 issued U.S. Patents, is an attorney with over 10 years' experience working in corporate start-up environments, including companies working with fuel cells and other energy technologies.

Tech Launch Pad is an accelerated, 11-week "Entrepreneurship 101" training program, jetting through topics essential for venture success, such as preparing a business plan, overcoming obstacles, legal issues for start-ups, mentoring, and plan presentation strategies for approaching funders. Each participating innovator will be partnered with one or more business advisors, who will assist in both manufacturing and product development, as well as in business plan preparation. Practical lectures and real-world market examples will be presented by experts from the field, including leading executives, new product developers, local entrepreneurs, and 'angel' investors, including [Don McMurtry '86](#), who worked at [Research in Motion](#) on developing the [Blackberry](#).

At the end of the **Tech Launch Pad** program, participants will have a business plan presentation to share with the entire group, and ready to present to potential funders or in entrepreneurship competitions. We anticipate that **Tech Launch Pad** will develop into a competitive, annual summer program for student entrepreneurs and business students interested in working with start-ups.

Tech Launch Pad is the newest Lally program for aspiring entrepreneurs. In addition to our entrepreneurial MBA/MS foundation courses such as *Business Implications of Emerging Technologies, Design, Manufacturing and Marketing*, and *Creating and Managing an Enterprise*, and a graduate level concentration in *Technology Commercialization & Entrepreneurship*, Lally offers a unique and full range of formal and informal support for entrepreneurs:

• **A 'Boutique MBA' for Creative Minds** Lally's MBA program uses an experiential, "hands on" approach. Small classes and an international student body create a rich, interactive classroom experience. It's easy to choose your concentration and develop personal relationships with professors.

• **Top Rank Academics, but Up Close & Personal Attention** Our MBA program is small enough to offer individualized attention from faculty, but consistently ranks among the top 40 business programs in entrepreneurship, strategy and operations in *Business Week*, *U.S. News* and *Entrepreneur*.

• **Established Mentoring Programs:** The Severino Center for Technological Entrepreneurship offers mentoring and university/community entrepreneurship programs for students, as well as assistance with business plans and entries for funding competitions.

• **Strong Faculty in Entrepreneurship:** Lally's faculty includes a number of scholars specializing in innovation and entrepreneurship. Gina O'Connor, co-author of *Radical Innovation* and *Grabbing Lightning*, teaches *Business Implications of Emerging Technologies (BIET)* and focuses her research on how innovation can be sustained. Booz Allen's *strategy + business* magazine named *Grabbing Lightning* one of the Best Business Books of 2008. Andrew Corbett, who teaches *Creating and Managing an Enterprise*, was recently named to the Babson College Research Conference Review Board. The Board is the decision-making body for the annual Babson College Entrepreneurship Research Conference (BCERC), the premier entrepreneurship research conference in the world.

• **On-Campus Incubator, [Office of Entrepreneurship](#) and [Office of Technology Commercialization](#):** [The Rensselaer Incubator](#) was the first university-based incubator in the U.S., and has been nurturing new ventures for over 25 years. As the nation's oldest technological university, Rensselaer offers a well-established infrastructure and experience with intellectual property issues for business innovators.

• **Large, Supportive and Influential Network:** As the business school of Rensselaer Polytechnic Institute (RPI), The Lally School of Management & Technology connects you to a network of over 90,000 alumni worldwide.

Sound like a fit for your creative ideas? Visit our [website](#) to learn more about Lally's MBA program. You can still [apply now](#) for Fall 2009-our admissions are rolling and the next deadline is June 15. For more information about **Tech Launch Pad**, contact Jean Howard at Lally's Severino Center for Technological Entrepreneurship at SCTE@rpi.edu.

Please don't hesitate to contact us at lallymba@rpi.edu or 518.276.6565 if you have any questions about Lally's graduate business programs.

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