“We will restore science to its rightful place, and wield technology's wonders to raise health care's quality and lower its cost. We will harness the sun and the winds and the soil to fuel our cars and run our factories. And we will transform our schools and colleges and universities to meet the demands of a new age. All this we can do. And all this we will do.”

from President Obama's Inaugural Address, January 20, 2009
Why Olympus?

Mission Statement
To *bridge the gap* between
• world-class university *research* &
• economy-benefiting *commercialization*
for the benefit of our communities.
Why Olympus?

• To Create a Culture/Climate and Community

• To Enable Talent and Ideas to Grow in the Region
Project Olympus

Synergistic Model

PROBEs
Open Collaborative Research/
Commercial Explorations/
Prototypes

Innovations

Carnegie Mellon
Research
&
Education
Interdisciplinary
Can-Do Culture

Western Pennsylvania
Next Gen Economy
&
Education
IT Infusion
- Start-Ups
- Spin-Offs
- Licenses

mission is to bridge the gap between world-class research & commercialization for the benefit of our communities
OLYMPUS' vision is to create a lifecycle of university research & commercialization for the benefit of our communities.

Project Olympus
Synergistic Model

PROBEs
Open Collaborative Research/
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OLYMPUS' vision is to create a lifecycle of university research & commercialization for the benefit of our communities.

**Project Olympus**

**Synergistic Model**

- **Carnegie Mellon**
  - Research & Education
  - Interdisciplinary Can-Do Culture

- **PROBEs**
  - Open Collaborative Research/
    Commercial Explorations/
    Prototypes

- **Innovations**

- **Western Pennsylvania**
  - Next Gen Economy & Education
  - IT Infusion
    - Start-Ups
    - Spin-Offs
    - Licenses

**New Resources & Ideas Stimulate New Research/Innovation**
Housed within the School of Computer Science, Olympus works closely with all units across campus, including:

- Center for Technology Transfer & Enterprise Creation
- Donald H. Jones Center for Entrepreneurship

and collaborates with the regional

- Tech-Based Economic Development community
Pittsburgh Technology Innovation Community

PRA = Pgh Regional Alliance, PTC = Pgh Technology Council, PLSG = Pgh Life Sciences Greenhouse
KIZ = Keystone Innovation Zone

Foundations       Angels       VCs

PRA – Attraction and Support Services

UNIVERSITIES/CMU/UPMC

KIZ

IDEA FOUNDRY

PLSG

Drug Discovery
Tissue/Organ Engineering
Neurological Treatments
Medical Devices

INFORMATION TECHNOLOGY

Olympus+

Innovation Works (IW)

LIFE SCIENCES

Leaving $ billion research

NON-TECH

Robotics
Electronics/Embedded Systems
Cyber Security

(TTC)

(TTC)

Foundations       Angels       VCs

PRA=Pgh Regional Alliance, PTC=Pgh Technology Council, PLSG= Pgh Life Sciences Greenhouse
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(NB. This diagram is a modification of a TTC slide)
Pittsburgh Technology Innovation Community

Foundations

Angels

VCs

PRA=Pgh Regional Alliance, PTC=Pgh Technology Council, PLSG= Pgh Life Sciences Greenhouse
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(NB. This diagram is a modification of a TTC slide)
Launched with an initial grant from The Heinz Endowments in January 2007

A Multi-faceted Approach
• PROBEs at the Core
• CONNECTs Students
• CONNECTs Faculty
• Show & Tells
• Teams of students, grads, faculty & business advisors work together on focused
• PROBEs (PROBlem-oriented Explorations) to develop potentially commercializable ideas and projects emerging from core university research.
Teams of students, grads, faculty & business advisors work together on focused PROBEs (PROBlem-oriented Explorations) to develop potentially commercializable ideas and projects emerging from core university research.

- Micro-grants, Matching Funds
- Space, Equipment
- Advice, Education, Assistance
- Networks, Connections, Contacts
- Visibility
- Teams of students, grads, faculty & business advisors work together on focused PROBEs (PROBlem-oriented Explorations) to develop potentially commercializable ideas and projects emerging from core university research.
Teams of students, grads, faculty & business advisors work together on focused
• PROBEs (PROBlem-oriented Explorations) to develop potentially commercializable ideas and projects emerging from core university research.

Babs Carryer
Embedded Entrepreneur

Kit Needham
Senior Business Advisor
Do you know what Intellectual Property (IP) is? Should you care?

Please join us for a lively discussion on everything you always wanted to know about IP -- and all that.

At the same time, connect with other entrepreneurial minded students.

Special Guest: Tara Branstad
Director, Enterprise Creation Center for Technology Transfer & Enterprise Creation Carnegie Mellon
The Path from Basic Research to the Market Place

- Please join us for a discussion about taking your research from the lab to the marketplace.

- Babs is a serial entrepreneur who has worked with faculty and scientists to commercialize their innovations into startups.

- Her talk is aimed at demystifying the commercialization process for faculty and researchers, who are new to the world of intellectual property, venture finance, stock ownership, and market entry for new products.

Babs Carryer
Project Olympus's Embedded Entrepreneur
Adjunct Professor at Tepper and Heinz Schools
Carnegie Mellon University
• Frequent **Show and Tells** showcase Olympus PROBEs, budding talent, local start-ups, university research and guest perspectives
• for the regional civic and innovation/investment communities.
TODAY’s SHOWCASE

Show and Tell 7
TODAY’s SHOWCASE

A FOCUS ON RESEARCH from the School of Computer Science

• Prof. Luis von Ahn, CSD
  “Human Computation"

START-UPS & SPIN-OFFS

• Prof. Jose’ Moura, ECE
  Spiral: Teaching Computers to Write Fast Libraries

• Prof. Lorrie Cranor, ISR & EPP(SCS)
  Wombat Security Technologies: How to Foil 'Phishing' Scams

• Marek Michalowski, PhD candidate, RI
  BeatBots/Keepon: Rhythm in Human-Robot Social Interaction

OLYMPUS CONNECTS

Harold D. Miller, President, Future Strategies
Adjunct Professor, Heinz School
What Do All the Numbers Mean (for Pittsburgh)?
Human Computation

Prof. Luis von Ahn
Computer Science Department
Spiral: Teaching Computers to Write Fast Libraries

Prof. Jose’ Moura
Electrical and Computer Engineering (CIT)
Wombat Security Technologies:
How to Foil 'Phishing' Scams

Prof. Lorrie Cranor,
Inst for Software Research (SCS)
Eng & Public Policy (CIT)
BeatBots/Keepon: Rhythm in Human-Robot Social Interaction

Marek Michalowski
PhD candidate, Robotics Institute
What Do All the Numbers Mean (for Pittsburgh)?

Harold D. Miller

Pres. Future Strategies, LLC & Adjunct Professor, Heinz School of Public Policy and Management
LET the SHOW BEGIN!
- Most people don’t proactively training materials
- “Security notice” emails sent to and/or customers tend to be ignored

Solution
- Find a “teachable moment”: Phish
- Make training fun: Anti-Phishing Plans
P. Kumaraguru, Y. Rhee, A.
people from phishing
email system. In CHI '12
Systems, San Jose, CA
How phishers trick you

Here is how con artists try to steal your personal information.

Dear Jane,
Your account will be suspended if you do not update your information.

service@Wombank.com
Carnegie Mellon University

OLYMPUS

Next Generation
Talent Computing Economy

About People PROBEs Events CONNECTS Students News In Town Community Showcase Links
OLYMPUS is a HUB

an ATTRACTOR, CONNECTOR, INCUBATOR, INNOVATOR, MICRO-INVESTOR, ACCELERATOR CREATOR: CULTURE, CLIMATE, COMMUNITY, ENABLER: TALENT, IDEAS, TO GROW IN THE REGION STIMULATOR: REGIONAL ECONOMY

a SHOWCASER, HIGHLIGHTER, PROMOTER: ENTREPRENEURIAL, COMMERCIALIZABLE, CUTTING-EDGE, HIGH TECH, NOVEL, NEXT GENERATION, EXCITING, SHARE, COMBINE.

We are SITTING on a GOLDMINE: TALENT, DIVERSE ENERGY, INTERDISCIPLINARY RESOURCES, SCIENCE, TECHNOLOGY, ARTS,

we NURTURE, STIMULATE, ENCOURAGE, EXPLORE, We are NETWORKED, LIKE-MINDED, KINDRED SPIRITS,

We are PASSIONATE
OLYMPUS is a HUB

an ATTRACTOR, CONNECTOR, INCUBATOR,
INNOVATOR, MICRO-INVESTOR, ACCELERATOR

CREATOR: CULTURE, CLIMATE, COMMUNITY,
ENABLER: TALENT, IDEAS, TO GROW IN THE REGION
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