

P1 / PROGRAM UPDATE
Tech Mentors & Champions
Program Opportunity

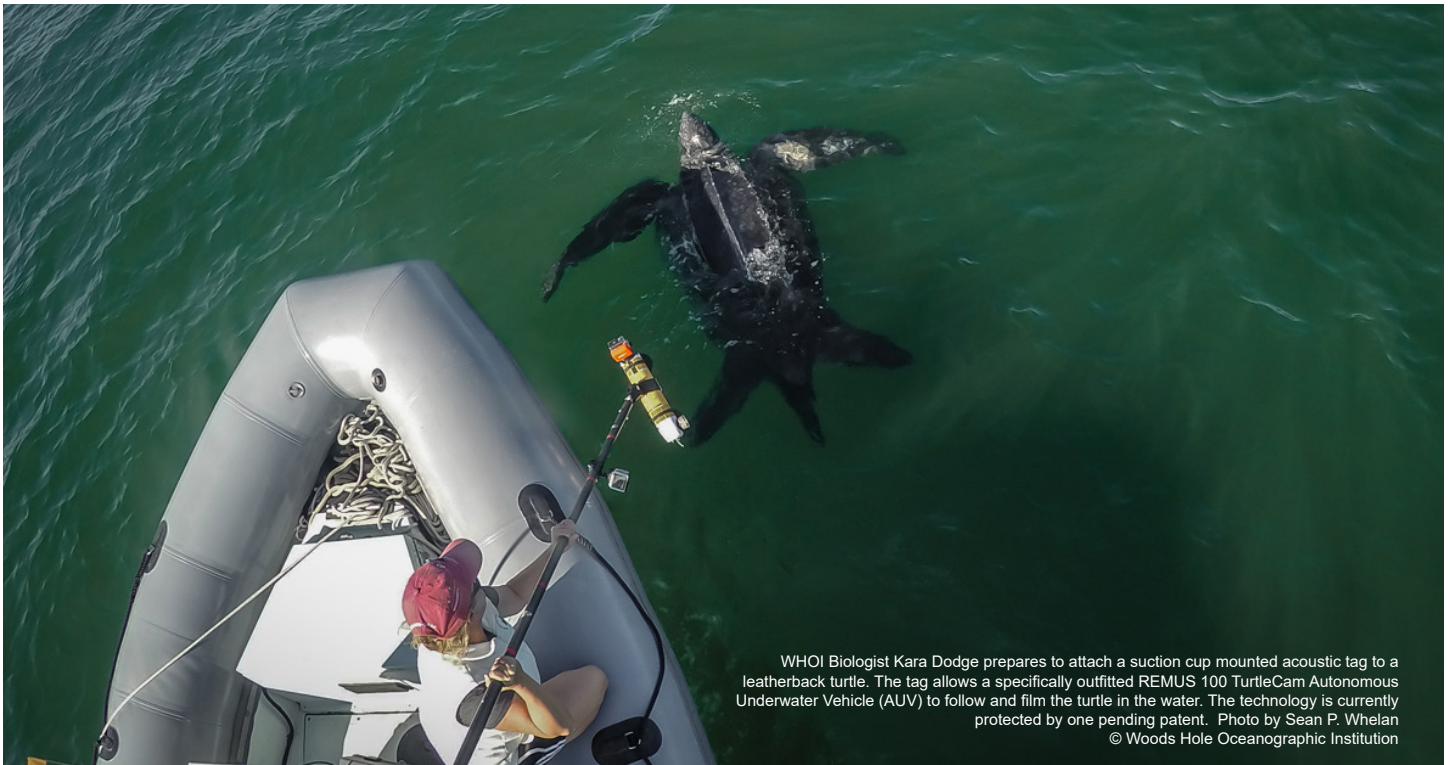
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TECH Connect

WINTER 2018 EDITION



WHOI Biologist Kara Dodge prepares to attach a suction cup mounted acoustic tag to a leatherback turtle. The tag allows a specifically outfitted REMUS 100 TurtleCam Autonomous Underwater Vehicle (AUV) to follow and film the turtle in the water. The technology is currently protected by one pending patent. Photo by Sean P. Whelan
© Woods Hole Oceanographic Institution

2018 WHOI Pitchathon Mentor Opportunity

Last year's Pitchathon saw many changes - including the successful use of Business Advisors to collaborate with WHOI scientists and engineers on their pitch. This year we are again looking for Business Advisors. We are lucky to have many of last year's volunteers returning - but we are hoping to have a few new faces. This will be an ongoing opportunity- with the option to participate one year, or multiple years, and the possibility to continue involvement with a technology at the conclusion of the Pitchathon.

For almost all Mentors & Champions involved with the office, the Pitchathon will serve as an introductory project. If you are connected with our office through a presentation and have not yet registered via our [website](#), please do so so that we have your resume on file. Only Mentors and Champions with submitted resumes can be considered for opportunities. Among the qualities we look for in our business advisors, are extensive professional experience and industry knowledge, creativity and willing to dig into unfamiliar areas, availability for on-campus meetings and presentations, and willingness to work with the busy schedule of a WHOI researcher. Read on to meet some of our Business Advisors & Mentors.....

MEET A MENTOR

Over the course of the past two years, WHOI OTT has received overwhelming interest from volunteers, both near & far, looking to help push WHOI technologies toward commercialization. These volunteers bring years of expertise in their respective fields and often many and varied reasons for wanting to help WHOI OTT in new endeavors. Throughout future newsletters, we will be featuring notable Mentors & Champions providing exemplary service to the Institution- including their background, projects, and first-hand experience working with WHOI OTT.

During the 2017 WHOI Pitchathon, OTT was lucky to have a group of experienced, knowledgeable Business Advisors (drawn from our pool of registered Mentors & Champions) come forward to help WHOI Scientists and Engineers craft business pitches. Because this was the first year integrating Business Advisors into the process, the office had two volunteers help in creating a revised program, from training all the way through the final pitch, Dr. Rusty Warren, and Dr. Stan Kovall.



Dr. Rusty Warren came to us with over 30 years of experience in government and business enterprises. He has led R&D, technology and product development, manufacturing, sales and marketing operations in the defense and life sciences industries. He also was Vice President for Life Sciences for two defense contractors, GEO-CENTERS and SAIC. He served as CEO of a biomedical startup company, INVO Bioscience and was President of the Products Division of Polestar Technology.

Rusty earned his Ph.D. in Neurobiology and Psychology at the University of Rochester and conducted postdoctoral research at Harvard Medical School. Rusty also attended the Harvard Business School's Program for Management Development.

After retiring in Falmouth, Rusty sought opportunities to continue working with scientists and innovative technologies. Interested in the exciting technologies emerging from WHOI, the vision and successes of OTT and the Pitchathon event, Rusty volunteered to help organize the Pitchathon. "The Pitchathon is an effective way to identify, evaluate and promote promising technologies developed inside WHOI," says Dr. Warren.

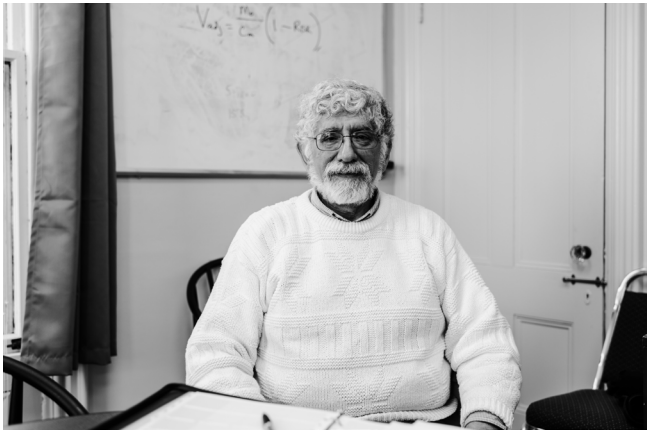
During 2017, Rusty worked with Stan Kovall, Dr. David Knaack, Director for Technology Transfer, and Allison Nangle, the Marketing Specialist at OTT, to make the Pitchathon project a success. He provided expertise to support Business Advisors who were preparing WHOI inventors for the Pitchathon and additionally helped inventors to pitch their technologies by serving as a Business Advisor himself. "I found that working with the Office for Technology Transfer on the Pitchathon is both an inspiring and worthwhile endeavor," says Warren.

Rusty continues to work with the office on various projects including building on last year's successes to improve the 2018 Pitchathon.

Dr. Stan Kovall is a retired Bio-Medical Engineer. He possesses a graduate degree in Computer Science, as well as an undergraduate degree in Electrical Engineering. He is a serial Entrepreneur, having started seven companies. Stan's objective is to "give back" and to assist where and

when possible, helping the Cape and South Coast with Entrepreneurship.

Dr. Kovall, like Dr. Warren, helped in the reorganization of the 2017 WHOI Pitchathon- helping to pair experienced Business Advisors with scientists and engineers, leading to impressive improvements in pitch quality. He additionally served as one of four judges at the event.



“I like change and OTT offers me the opportunity to adapt to new things, to make a difference, and the opportunity to utilize my education with my “life experience” to help bring about change for the better,” says Dr. Kovall.

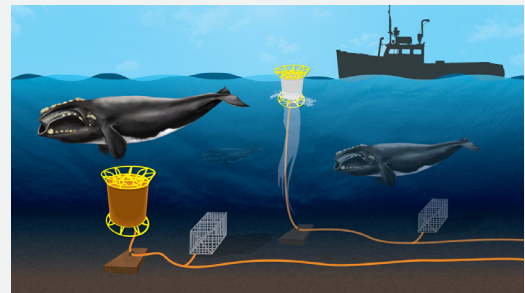
He is a contributor at the Woods Hole Oceanographic Institution’s Office of Technology Transfer as well as EforAll, a New Bedford nonprofit that focuses on Entrepreneurship along the South Coast. He is, in addition, an accomplished “Cook” and loves to read.

OTT IN THE NEWS

GETTING ALL THE BUZZ: ON-CALL BUOY

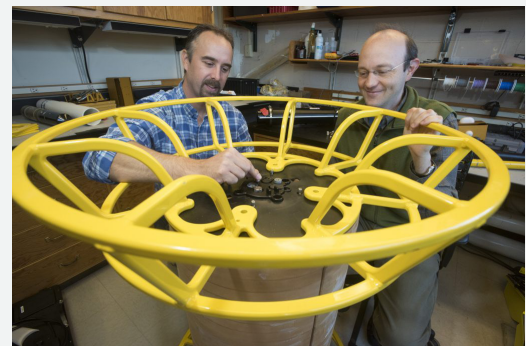
[The Boston Globe: To Protect Right Whales, Scientists Propose Major Changes for Lobstermen](#)

[The Boston Globe: The Lobster Industry Must Lead On Right Whales](#)



[Cape Cod Times: Special Report: North Atlantic Right Whales In Crisis](#)

[NPR: Plan to Save Endangered Whales Faces Pushback From the Lobster Industry](#)





WHOI Spins Off Local Technology Startup EOM Offshore



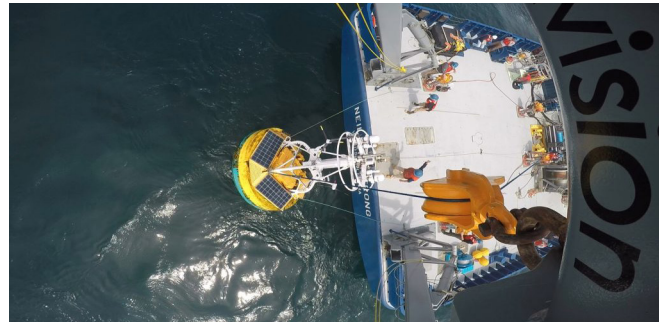
Chris Hines (EOM Offshore) helping to prepare the Environmental Sample Processor (ESP). Photo by Tom Kleindinst © Woods Hole Oceanographic Institution © Woods Hole Oceanographic Institution

Woods Hole Oceanographic Institution (WHOI) sold its controlling interest in EOM Offshore, a mooring systems company based on technology developed by engineers at WHOI. The company was founded as a start-up in 2010 to commercialize highly stretchable, fatigue-resistant hoses to transmit power and data to and from undersea sensors.

EOM's patented Electromagnetic Stretch Hoses connect surface buoys to undersea mooring lines laden with oceanographic instruments. The hoses are capable of stretching and contracting to accommodate the heave and surge of buoys on the ocean surface that are buffeted by winds and waves. This "stretchability" decreases the wear and tear on the hoses and extends the moorings' lifespans. The hoses' ability to absorb extensive motion at the top of the mooring also leaves mooring lines below relatively motionless, providing a "quiet" platform for hydrophones and other sensitive listening devices.

EOM stretch hose are being used in the newly launched Ocean Observatories Initiative, a \$386 million project funded by National Science Foundation to establish long-term oceanographic platforms equipped with sensors that can monitor ocean conditions 24/7 for decades. They are also used on mooring networks to listen for endangered whale calls and transmit those signals to shore—in an effort to warn ships of the whales' presence and avoid lethal collisions. The hoses' power-handling capacity and fatigue-resistance also offer advantages for emerging offshore floating power-generation installations.

EOM was created in 2010, with a \$500,000 investment from WHOI, by a group of engineers and mooring operations technicians who developed the technology. EOM, based in Pocasset, Mass., has grown to ten employees. A recent appraisal commissioned by EOM Offshore concluded that the company had a fair market value as of December 2016 of approximately \$2.8 million. WHOI sold its 68 percent ownership interest to EOM's management team and investors for \$1.8 million.



John Kemp Recovering an OOI Offshore Surface Mooring at the Pioneer Array Photo by Paul Matthias © Woods Hole Oceanographic Institution

"EOM Offshore is emblematic of advanced marine technology spawned at WHOI by its ingenious scientists and engineers," said Dr. David Aubrey, chief executive officer of EOM, who was a WHOI scientist for 22 years. "New ownership is grateful to work with those same brilliant founders to continue EOM's product and service excellence, while providing WHOI with an ongoing royalty stream that will contribute to WHOI's continued ocean leadership."

"EOM and its technologies are a testimony to WHOI's commitment to translate the research results of innovative technical staff into commercial products," said David Knaack, director of technology transfer at WHOI. Over the last four decades, 19 startups and affiliated companies have emerged from WHOI.

"The sale of EOM Offshore to a new management team and investors is a great example of WHOI's ability and success in creating new blue-tech companies, technologies, and jobs that benefit the local community, the state of Massachusetts' tech corridor, and the American economy as whole," said Christopher Land, vice president for legal affairs and general counsel at WHOI, who will be stepping down as chairman of the EOM board as part of the sale.

To learn more about EOM Offshore and associated products visit: <https://www.eomoffshore.com/>

UPCOMING OPPORTUNITIES

2018 WHOI Pitchathon

OTT is currently looking for interested Business Advisors to help WHOI Engineers and Scientists perfect their pitch! Must be local or able to travel to WHOI for several in-person meetings and events. If interested and already a registered Mentor & Champion, please contact Allison Nangle at anangle@whoi.edu. If not yet registered, please visit the following link to register:

Unable to dedicate the time to mentorship but still interested in learning about the technologies? This year's pitch presentations will be open to the public. Mark your calendars for October 5th! Location and time TBD.

WHOI Innovation Month: October

October is Innovation Month at WHOI- a month-long celebration through events and seminars of WHOI's Innovation ecosystem.

Several of this year's events will be open to the public - please check the OTT website for updates and events throughout September if interested in attending!

SUBSCRIBER SIGN-UP

In addition to our newsletters, we regularly post updates on events involving the office as well as updates on new technologies in the News & Events section of our website.

If you would like to receive an email when new posts are published head to this link: techtransfer.whoi.edu/newsevents and register your email at the bottom right of the page.

You can unsubscribe at any time.

2017 ANNUAL REPORT

Our 2017 Annual Report is available online: Please visit techtransfer.whoi.edu/newsevents to view

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