



## When is the Time Right for an IPO?

The July 7<sup>th</sup> issue of *Fierce Biotech* [www.fiercebiotech.com](http://www.fiercebiotech.com) provided comments from a distinguished panel of experts who discussed this topic at BIO2004 held in June in San Francisco.

According to the panel, not until your company:

1. Is worth more than \$400 million
2. Shows positive Phase III results
3. Has outstanding business partners, and
4. Is prepared to invest time and money in compliance.

All the panel members agreed that the costs associated with being a public company add up to about \$1 million per year regardless of whether the company is big or small. There are over 4,000 biotech companies in the world today, and there is never going to be enough venture capital to go around. In short, if you want to go public, do your homework and be prepared for the costs.

## Sony Named #1 – Again

For the fifth year in a row, and the seventh time in the last ten years, Sony has been voted as the number one brand, according to the annual Harris Poll (R) of "best brands." Since the Harris Poll began measuring best brands in 1995, Sony has been named number one seven times (1996, 1998, 2000, 2001, 2002, 2003 and 2004). (PRNewswire/FirstCall, July 8, 2004)

## Ranking the World's Knowledge-Based Regions

Robert Huggins Associates, a global economics consultancy and think-tank based in the United Kingdom, has released its 2003-2004 World Knowledge Competitiveness Index, which attempts to measure the knowledge-based development taking place throughout the world.

The World Knowledge Competitiveness Index is based on 17 measures of economic performance that indicate a region's ability to translate its knowledge capacity into economic value.

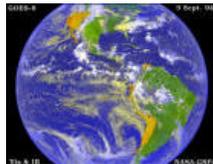
Some of the measures include the number of information technology, computer manufacturing, biotechnology and engineering employees per capita; the number of patents registered per capita; labor productivity; research and development expenditures; monthly earnings; unemployment rates; and investments in education at all levels.

The firm defines knowledge competitiveness as a region's capacity and ability to create new ideas, thoughts, processes and products, and to translate them into economic value and wealth.

Tokyo, at No. 15, is the highest ranked non-U.S. region, with Stockholm, Sweden (No. 18), the first European city in the rankings.

For a copy of the study, contact Robert Huggins Associates at [info@hugginsassociates.com](mailto:info@hugginsassociates.com), or visit its Web site at [www.hugginsassociates.com](http://www.hugginsassociates.com).

### The Top 5



1. San Francisco, CA
2. Austin, TX
3. Boston, MA
4. Rochester, NY
5. Minneapolis-St. Paul, MN

## Drugmakers to Add Bar Codes

The U.S. Food and Drug Administration released a rule requiring drugmakers to include bar codes on many of the over-the-counter and prescription drugs, vaccines, and blood products administered in hospitals and other health-care settings. The rule is designed to make it easier for—but not require—hospitals to deploy electronic drug-tracking systems that let nurses match a patient's ID bracelet to a drug, thus reducing errors. Says Health and Human Services secretary Tommy Thompson, "I am confident that we can enhance patient safety by leveraging the latest technologies."

Source: Information Week, 03/01/2004, p. 18

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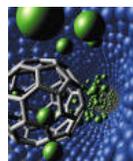
## U.S. Internet Leadership Slides to Sixth Place

Once the undisputed leader in web usage, the United States has slipped to sixth place in terms of E-readiness in a ranking of 50 developed countries issued in April by the Economist Intelligence Unit, an arm of The Economist Group, publisher of *The Economist* magazine.

Internet Openness			
2004 Rank	Country	Score	2003 Rank
1	Denmark	8.28	2
2	United Kingdom	8.27	3
3	Sweden	8.25	1
4	Norway	8.11	7
5	Finland	8.08	6
6	United States	8.04	3
7	Singapore	8.02	12
8	Netherlands	8.00	3
9	Hong Kong	7.97	10
10	Switzerland	7.96	8

Data: Economist Intelligence Unit  
Source: Information Week, 4/26/2004, p. 16

## California Leads the Nation in Nanotech



According to SmallTimes magazine, which annually ranks the "top ten" states for tiny tech, California is far and away the state leader for nanotechnology. Of the six weighted variables measured by SmallTimes, California received perfect scores in four areas: research, industry, venture capital and innovation. No other state comes even close to California's 100 percent marks in these areas.

California's weaknesses are in work force and costs, reports SmallTimes. In work force, California dropped a notch from their 2003 performance and now ranks seventh. In costs, California ranks last. Among states in the top ten are: Massachusetts and New Mexico lead the pack in work force; and Ohio, Texas, Illinois, Pennsylvania and Michigan represent the best states for costs.

For a sampling of nanotechnology initiatives on a state and international level, see: [Click Here](#).

Source: Larta Institute was formerly known as Larta, which was originally an acronym for the Los Angeles Regional Technology Alliance. Larta became Larta Institute to emphasize their role as a knowledge provider that brings people from public and private groups together to spur innovation.

## Microsoft Dumps Wi-Fi Gear

By David M. Ewalt

Microsoft has decided to abandon the wireless-networking-hardware business after less than two years, discontinuing almost all its branded wireless gear on the shelves today. Existing products will continue to be supported by warranty and customer service for the next two years; no new products will be released.

Source: Information Week; May 17, 2004; p.15

## Milken Ranks Regional Biotech, Life Science Clusters

Only a handful of metropolitan areas have the critical mass necessary to ensure sustainability of their local biotech communities, according to America's Biotech and Life Science Clusters, a new study from the Milken Institute. According to the Institute's 2004 Biotech Index, the top 12 metros (and their composite scores) are:



1. San Diego (100)
2. Boston (95.1)
3. Raleigh-Durham-Chapel Hill (92.5)
4. San Jose (87.8)
5. Seattle-Bellevue-Everett (83.8)
6. Washington, D.C. (79.4)
7. Philadelphia (76.5)
8. San Francisco (75.8)
9. Oakland (74.3)
10. Los Angeles-Long Beach (66.5)
11. Orange County, CA (54.1)
12. Austin-San Marcos (47.8)

If life sciences (which includes pharmaceuticals and medical devices) is included in the measurements, Boston would rank first, followed by: San Diego (2), San Jose (3), Raleigh-Durham-Chapel Hill (4), Philadelphia (5), Seattle-Bellevue-Everett (6), San Francisco (7), Washington, D.C. (8), Oakland (9), Los Angeles (10), Orange County (11) and Austin-San Marcos (12).

The rankings are based on two broad factors:

- Biotechnology innovation pipeline. This includes infrastructure that allows a metro to capitalize on its biotech knowledge and creativity, such as the quality of its workforce and amount of research and development dollars it receives. And,
- Current impact assessment. Refers to an area's success in bringing ideas to the marketplace and creating companies, jobs and products.

The 107-page report is available at: [Click Here](#).

## Fuel Cells for Laptops



Japanese technology companies are pumping hundreds of millions of dollars into research and development on fuel cells to power laptops, PDAs, and phones to keep up with the insatiable power demands of electronic devices.

Fuel-cell technology, developed by NASA during the early years of the space program, creates electricity from chemical reactions between fuels such as hydrogen or methanol and an oxidant. By 2012, says Atakan Ozbek, director of energy research at ABI Research, 10% to 15% of laptops sold worldwide will rely on micro fuel cells, not batteries, for their power. By Gregg Keizer, Techweb News

Source: Information Week; May 17, 2004; p.15

## The Cost of SPAM

Spam is starting to cost businesses a substantial amount of money. A study released last week by technology-research firm Radicati Group says an organization with 10,265 employees that doesn't use spam filtering loses \$2,923.20 per user per year, or a total of \$30 million annually, in terms of E-mail productivity. The survey of 15 businesses, representing 155,375 users, indicates that after adopting anti-spam technology, the average company reduced its annual loss to \$4.8 million, a difference of \$25.2 million. With a total cost of ownership for anti-spam systems coming to \$521.32 per person a year over three years, the net savings comes to \$19.9 million.



Source: Information Week; May 17, 2004; p.18

See also: [Click Here.](#)

## Federal R&D Funding of Universities

A new report assessing 2002 federal research and development (R&D) funding in U.S. universities and colleges, finds that 45% of all federal R&D funds went directly to the nation's 126 medical schools. This striking discovery, the authors contend, raises the question of whether other areas having substantial R&D funding needs such as environment, energy, homeland security and education, are receiving the attention they require.

The analysis from the Science and Technology Institute for the National Science Foundation, is the first of its kind to assess state-by-state trends in R&D funding for institutions of higher education. Highlights from the report include:

- Total R&D funds appropriated to universities and colleges increased 45.7% between FY1996-2002, from \$12.8 billion to \$21.4 billion;
- 55% of all federal R&D university funding went to institutions in nine states: California, Illinois, Maryland, Massachusetts, Michigan, New York, North Carolina, Pennsylvania and Texas;
- Approximately two-thirds of federal R&D funding was focused on only one area of science--life science;
- In FY 2002, 71% of total federal R&D funding went to the top 80 universities and colleges; and,
- Funding was primarily concentrated at only a few research universities.

Universities and colleges have always lacked long-term, consistent data to enable them to measure their success at acquiring R&D funding, according to the report, and this analysis will allow them access to accurate information on various funding issues. For example, all universities and colleges with federal R&D activity will be able to know where they stand relative to others in ability to obtain funding. Also, having access to information on funding mechanisms the federal government uses to transmit R&D funds to them, universities and colleges can better assess intellectual property issues that arise from R&D.

Vital Assets: Federal Investment in Research and Development at the Nation's Universities and Colleges is available from the RAND Corp. at: [Click Here.](#)

SOURCE: SSTI Weekly Digest, 6/14/2004

## How Does Your City Rank?

The National Policy Research Council is a 2-year-old private think tank devoted to state and local government issues. The council has produced the Gold Guide, a compilation of all city and state rankings in once place, something many local and state officials have requested.

The Washington, D.C.-based council said it looked at more than 16,000 databases and other sources and winnowed those down to 160 rankings that it considered relevant, legitimate, and timely. It then broke those down into different categories: 11 for states and 10 for cities. It then took all those rankings and averaged them out and came up with the top 50 cities and states in each category and then overall.

These new listings can be found on the council's Web site, [www.nprcouncil.com](http://www.nprcouncil.com). But the more detailed information is compiled in a book that sells for \$175.

The guide relied on major rankings from Forbes, the Federal Reserve Board of Chicago and business headquarters listings for its business category.

### Overall Ranking

1. Denver
2. San Diego
3. Austin, TX
4. Boston
5. Dallas
6. Phoenix
7. San Francisco
8. Washington, D.C.
9. New York
10. Chicago

## Truckers Go Wireless With Wi-Fi

Long-haul truckers are looking beyond hot showers and good meals when they decide to stop. What's attracting them to truck stops is wireless Internet access. Truck stops with Wi-Fi, such as Flying J, are becoming an important way for drivers to keep in touch, whether it be for connecting with home or entertainment purposes.



Truckstop.net sells access to 351 travel plazas and truck stops and plans to have 3,000 Wi-Fi hotspots for truckers in the next two years. Flying J offers Wi-Fi service for \$1.95 per hour, or \$200 per year. Truckstop.net charges \$250 per year at its locations.

Approximately 70 percent of truckers own computers.

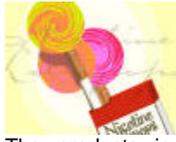
Source: Associated Press, via CTIA DAILY NEWS - Friday, May. 07, 2004

Additional info: [Click Here.](#)

[www.etrucker.com](http://www.etrucker.com) (Registration required)

Columbia Advanced Wireless (CAW): Specializes in equipping truck stops with Wi-Fi

## Fast Facts



One-third of the nation's nearly 50 million smokers attempt to quit each year, according to the American Cancer Society, and that has made smoking-cessation products an \$800 million business in the United States alone.

The products include gum and patches sold over the counter; pills, inhalers and nasal sprays sold by prescription; and even more exotic products like nicotine-infused lollipops sold on the Internet.

SOURCE: Excerpt from The New York Times, May 2, 2004 (Registration Required)

## Is the Golden State Missing a Golden Opportunity?

If physicians and other health care providers in California used sophisticated, office-based software systems that support ordering of medications, diagnostic tests, and other medical services, the state would save \$4 billion. There would be also nearly 250,000 fewer medication-related injuries annually, according to a new study conducted for the California HealthCare Foundation. Prepared by the Center for Information Technology Leadership (CITL), the report includes estimates that widespread adoption of these systems in medical-office settings would save individual California providers about \$29,000 a year in expenses, the report finds. Additionally, entering important information directly into a computer would help providers avoid causing approximately nine adverse drug reactions each year, says CITL. Known as computerized physician order entry or CPOE, these information systems are rapidly being adopted in hospitals across the country where medical and medication-related errors result in thousands of patient injuries and deaths each year, says the company. These systems, the researchers add, have been shown to reduce serious medication errors by more than 50%, increase compliance with care guidelines, and improve utilization of diagnostic tests in inpatient settings.



However, the adoption of CPOE in ambulatory settings has been much slower, the study shows.

For more information on the study, "Patient Safety in the Physician's Office: Assessing the Value of Ambulatory CPOE", visit <http://www.chcf.org>.

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## Software Tops in VC Funding

Software companies regained the top spot in venture-capital financing during the first quarter after being pushed to No. 2 by biotech companies in the previous two quarters, according to PricewaterhouseCoopers, Thomson Venture Economics, and the National Venture Capital Association's MoneyTree survey.

Software companies received \$956 million in VC funding in the first quarter, edging out biotech firms, which received \$943 million. Nearly a third of all first-found financing, or \$179 million, went to software companies, with biotech a distant second at \$89 million.

Source: InformationWeek, 5/3/2004, p. 20

## The Upshot – Voice Over IP

- Voice over IP has arrived. A survey of 300 business-technology executives shows that 29% use the technology, 18% are testing it, and 34% plan to deploy it.
- Most users expect voice over IP to cut their telecom costs; they also expect it to improve productivity, collaboration, data access, and customer service.
- The biggest concerns are quality of service, reliability, and security, although users have fewer concerns than nonusers.
- A regulatory cloud hangs over VoIP; rules haven't been set, and it's unclear whether normal phone taxes will apply.

Source: Information Week, 3/1/2004, p. 36 (For more information, see "The New Voice Choice", Information Week, 3/1/2004, p. 35.)

## Science Websites for Kids

Did you ever want to help your kids or other young children learn about science and nature? PatentCafe [Click Here](#) publishes the Kids Invention Magazine with a variety of fun and useful, "innovation-specific" information for children.

Other top sites for young people to learn about science include:

National Geographic for Kids: [Click Here](#)

Learn4Good: [Click Here](#)

Yahooligans: [Click Here](#)

## Upcoming Events

### Association of University Technology Managers (ATUM) 2004 AUTM Central Regional Meeting

Aug 1-3, 2004

Embassy Suites Chicago Downtown-Lakefront  
Chicago, IL

[Click Here](#) for Preliminary Program.

### Licensing Executives Society (LES)

#### LES-USA-Canada Annual Meeting

October 17-21, 2004

Marriott Copley Place  
Boston, MA

[Click Here](#) for more information.

### LES Tech Fair

Tuesday, October 19, 2004

The **LES Tech Fair** provides your organization with an exceptional opportunity to showcase your technology and services to decision makers from a wide range of companies involved in intellectual property.

[Click Here](#) for more information.