



*Developed for graduate and PhD students in technology and science programs at the University of Minnesota, the 3M Seminar series features interactive discussions on how to bring your ideas from the laboratory to the marketplace*

## **Market Opportunities in “Designing for the Environment”**

*Friday, November 20th, 8 AM – 1:30 PM  
Room 2-224 Carlson School of Management*

This half day session will bring together graduate students, investors and entrepreneurs in the area of sustainable materials to identify and evaluate market opportunities in green materials, designing for sustainability, life cycle assessment, sustainability measures, packaging and standards. Industry practitioners and Carlson School entrepreneurship instructors will assist students in reviewing opportunities.

- Discuss industry and technology outlook for sustainable materials
- Review process and criteria for new venture development
- Begin preliminary development of new business opportunities
- Discuss potential paths toward commercialization for new opportunities

Featured speakers include:

- Marius Hansen, Managing Director – Tysvar Venture Capital
- Timothy Smith, Director – NorthStar Initiative for Sustainable Enterprise, Institute on Environment
- Snehal Desai, VP Business Development – Segetis
- Rick Benson, Former Lead Engineer – NatureWorks
- Joan Wrabetz, CEO – Aumni Data, Inc.
- Toby Nord, Director – Carlson Ventures Enterprise
- John Stavig, Director – Holmes Center for Entrepreneurship

In order to provide for an interactive setting, registration is limited to 50 graduate or PhD students from the Institute of Technology, College of Biological Sciences, CFANS, Carlson School and the Academic Health Center. The seminars are organized by the Gary S. Holmes Center for Entrepreneurship.

**Register for the seminar at [hce@umn.edu](mailto:hce@umn.edu)**

Gary S. Holmes  
Center for Entrepreneurship

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