No. 2,009,026. PATENTED 2009 TO PRESENT.

TECHNOLOGY TRANSFER & COMMERCIALIZATION.

APPLICATION FILED AT PURDUE, 2009. 1 SHEET-SHEET 1.

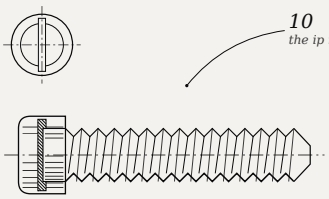


Fig.1. VENTURE COACHING

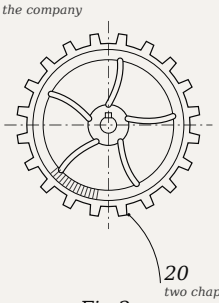


Fig.2. PROGRAM DESIGN

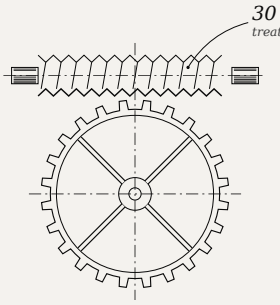


Fig.3. BRAND & COMMUNICATIONS

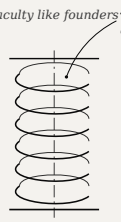


Fig.4. LICENSING STRATEGY

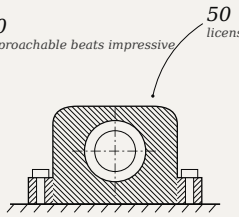


Fig.5. CAPITAL FORMATION

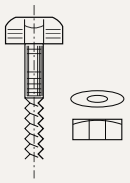


Fig.6. ECOSYSTEM PARTNERSHIPS

WolfHouse Schemes is the technology transfer and commercialization practice of Jason Tennenhouse and Amanda Findlay. We have worked every seat at the tech transfer table: on the founding team that built a university commercialization engine, as the Entrepreneur in Residence coaching its faculty founders, as consultants to the licensing office itself, inside a licensed-IP startup carried through to acquisition, and behind the fund that finances what the engine produces. Our style of commercialization starts from a simple conviction: the IP is not the company. A technology becomes an enterprise when someone proves two chapters, efficacy and market, and then builds the brand, the team, and the capital path that let the rest of the story get written. The numbers below are the receipts.

$500M+

MARKET-POTENTIAL SCREEN CLEARED BY EVERY PURDUE EIR VENTURE COACHED[14]

100+

VENTURES BUILT ON UNIVERSITY IP SUPPORTED ACROSS OUR TENURES[15]

#3

NATIONAL RANK IN STARTUP CREATION FOR THE ENGINE WE HELPED BUILD, ON DATA SPANNING OUR TENURE[4]

3

ACQUISITIONS AND LICENSES ACROSS THE PORTFOLIO: DTN, FLOCK SAFETY, JAVA HOUSE[69]

INSIDE THE ENGINE

Work done as part of the commercialization institution itself: founding-team roles, EIR service, satellite networks, and engagements for the offices that protect and license university IP.

$7M	FY14 royalty income at Purdue during the Foundry era Amanda helped build, alongside 272 invention disclosures and 140 U.S. patents in a single year[1]
3X	startup formation from licensed IP, from roughly 8 per year before the Foundry to 24, 25, and 27 in the FY14 to FY16 window[1]
DOZENS	of pre-commercial faculty ventures coached as Entrepreneur in Residence at Purdue Innovates, each screened at $500M+ market potential before reaching the EIR desk[14]
2	engagements for the commercialization institution itself: the 2016 repositioning of the Purdue Office of Technology Commercialization, and the 2026 two-phase strategy engagement for Purdue Innovation and Entrepreneurship[14]
1ST	satellite commercialization network at Purdue Research Foundation: FoundryX, co-founded to put outside business talent around Purdue IP

INSIDE THE VENTURE

The licensee's side of the table: operating roles in IP-based companies, and technology we invented, licensed, or carried toward market ourselves.

$6.5B	in crop value protected by Spensa Technologies during tenure as VP; acquired by DTN in 2018, the technology survives in production as DTN Smart Trap and DTN Scout across 300+ crops[567]
1ST	place finishes and a course record at the 2016 Cybathlon at ETH Zurich on Rise Legs' compliant rattan prosthetic technology, co-invented inside the partnership[8]
1	patent-pending technology of our own licensed out: Fire Beans, licensed to Java House Coffee[14]

AROUND THE ENGINE

The capital, adoption networks, and classroom pipelines that decide whether licensed technology survives contact with the market.

$40M in combined post-money valuations across Flywheel Fund's 4 deployments, including Amplified Sciences, a Purdue-IP diagnostics company now enrolling patients in a multicenter clinical study[10]

500+ ventures vetted regionally through the WHIN Adoption Engine, the technology-adoption accelerator of a ten-county rural alliance

300K acres in AIVA's Early Adoption Farmer Alliance, the blended nonprofit validation and adoption network now moving agricultural innovations onto 25 farms across five Canadian provinces

7,000+ Purdue students taught through curricula embedding our instruction, across the #1 ranked mechanical engineering school in the country and the #18 ranked entrepreneurship program[12][13]

the timeline

Chronological and selective. A project earned its place only if it shows something about how technology becomes a company. Scrub the line or click any entry.

2009 TO 2015 — **purdue foundry founding team: building the commercialization engine**[1][2][3][4] — **$7M** FY14 ROYALTY INCOME +

CASE STUDY: THE ENGINE ITSELF

amanda and the foundry: one of five who built it[1][2][3][4]

1 OF 5

ON THE FOUNDING TEAM, 2009

3X

STARTUP FORMATION FROM LICENSED IP

#1

PUBLIC UNIVERSITY WITHOUT A MED SCHOOL, TECH TRANSFER (MILKEN 2017)

#3

NATIONALLY IN STARTUP CREATION (AUTM DATA 2008 TO 2018)

When the Purdue Foundry formed, Amanda was one of the five people who built it out, constructing the client services and communications machinery between faculty inventors and the market. The results of that era are public record: roughly 8 startups per year became 24, 25, and 27; a single fiscal year logged 272 invention disclosures, 140 U.S. patents, and about $7M in royalty income; the National Business Incubation Association named it Incubator Network of the Year in 2014.

2014 TO 2019 — **rise legs: licensed-stage hardware proven on the world stage**[8] — **1ST** CYBATHLON 2016 +

2015 TO 2016 — **foundryx: purdue's first satellite commercialization network** — **1ST** OF ITS KIND AT PRF +

2015 TO 2018 — **spensa technologies: the licensee's side of the table**[5][6] — **$6.5B** CROP VALUE PROTECTED +

CASE STUDY: THE OTHER SIDE OF THE TABLE

spensa: living the licensed-ip arc from inside[567]

4X

TEAM GROWTH DURING TENURE

$6.5B

IN CROP VALUE PROTECTED

2018

ACQUIRED BY DTN

300+

CROPS COVERED BY THE SURVIVING PRODUCTS TODAY

Most consultants who advise technology transfer offices have never been the licensee. Spensa is the case study TTO buyers rarely get to see: a university spinout built on licensed Purdue IP, lived from inside through the entire commercial arc.

2016
TO 2017

purdue otc: repositioning the licensing office itself[14] +

2021
TO 2023

purdue innovates eir: from office hours to cofounders

$500M+
SCREEN PER VENTURE +

CASE STUDY: THE ENGAGEMENT MODEL

the eir method: two chapters, then everything else

DOZENS

OF FACULTY VENTURES COACHED

$500M+

MARKET-POTENTIAL SCREEN ON EACH

2

CHAPTERS THAT UNLOCK EVERYTHING: EFFICACY + MARKET

2026

THE RELATIONSHIP CONTINUES: A TWO-PHASE I&E STRATEGY ENGAGEMENT

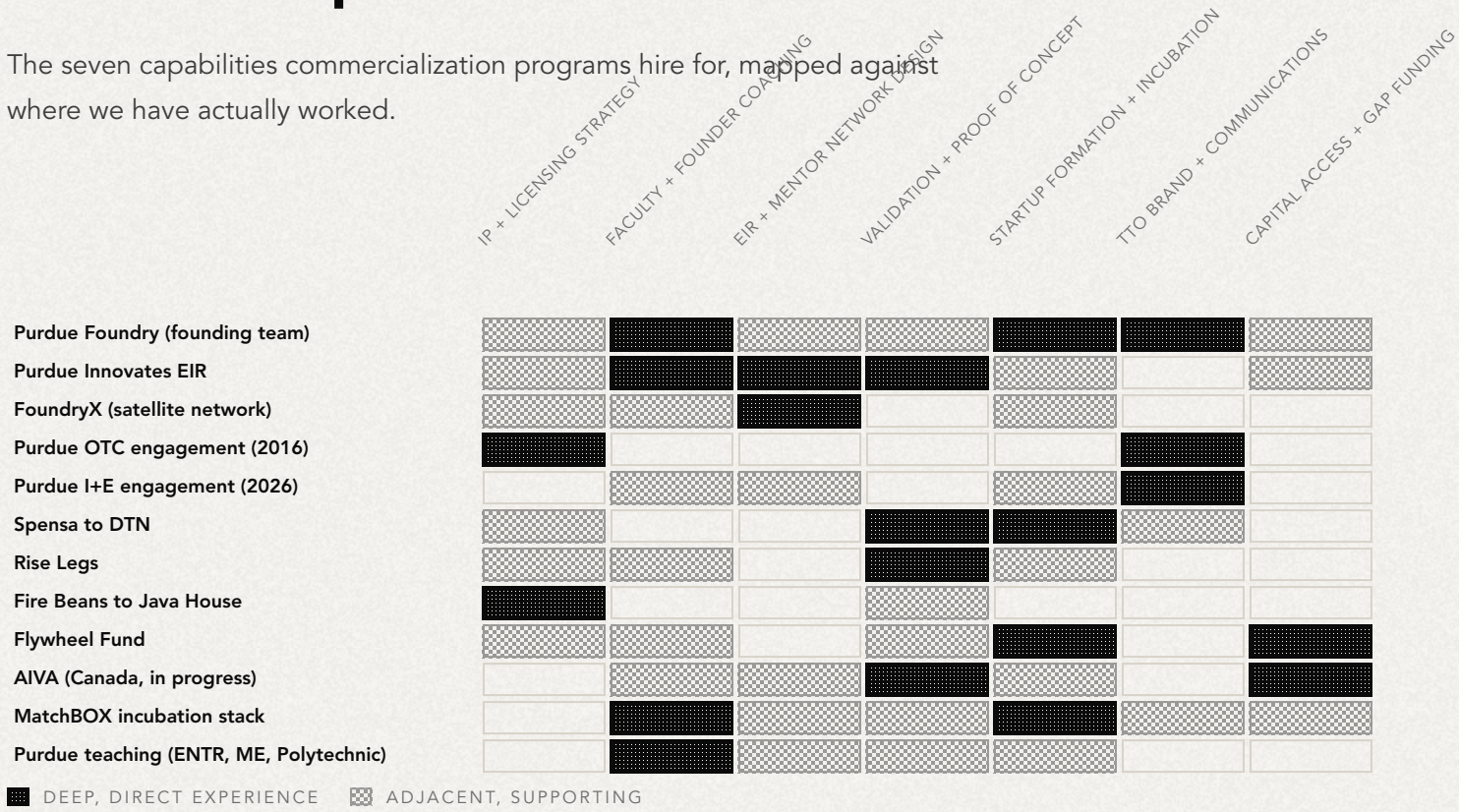
The standard EIR model is office hours: a founder books a slot, describes a problem, receives advice, and the meter resets. The model practiced at Purdue Innovates treated the EIR as a temporary cofounder instead, embedded in a small number of ventures with the autonomy to do the work rather than describe it. The organizing doctrine was a story with two chapters. Chapter one proves the technology does what the paper says (efficacy).

2023 TO 2024	**flywheel fund: local capital for what the engine produces**[9][10]	**$40M** COMBINED POST-MONEY	+
2026	**purdue innovation + entrepreneurship: the relationship continues**[14]	**2** PHASES DELIVERED	+
2026	**aiva: validation and adoption at provincial scale**	**300K** ACRES IN THE ALLIANCE	+

> WE HAVE LICENSED IT OUT, BUILT ON IT, FUNDED IT, AND TAUGHT IT.

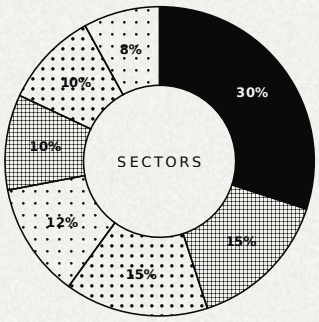
the heat map

The seven capabilities commercialization programs hire for, mapped against where we have actually worked.



the sectors

Where the ventures we have built, coached, licensed, or funded actually sit, mapped against the domains a university commercialization portfolio licenses across. Weighted by share of ventures touched, not revenue.



- **AgTech + food systems** 30%
- **Advanced manufacturing + engineering** 15%
- **Software, IoT + AI** 15%
- **Life sciences + diagnostics** 12%
- **Medical devices + assistive tech** 10%
- **Consumer products** 10%
- **Aerospace** 8%

Directional shares across the full venture history of both principals; counts deduplicated, not audited.

notes + sources

1. Indianapolis Business Journal, Under Daniels, Purdue unleashes surge of startups: FY14 invention disclosures, U.S. patents, royalty income, and startup formation rates. ibj.com
2. Purdue Newsroom, Purdue Technology Centers and Purdue Foundry recognized by NBIA, 2014. purdue.edu
3. Purdue Newsroom on the Milken Institute technology transfer rankings, 2017: #12 overall, #1 among public universities without a medical school. purdue.edu
4. IPWatchdog, The Evolution of University Technology Transfer, April 2020 (AUTM data 2008 to 2018): Purdue #3 nationally in startup creation. ipwatchdog.com
5. Purdue News Service on Spensa Technologies, June 2017: 4.8M acres of 116 crop types worth nearly $6.5B. purdue.edu/newsroom
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11. Purdue Newsroom, Purdue ranks 4th nationally for U.S. patents received. purdue.edu/newsroom
12. Purdue School of Mechanical Engineering ranked #1 in the U.S. over the last five years, ScholarGPS, January 2026. engineering.purdue.edu
13. Princeton Review and Entrepreneur Magazine, top entrepreneurship programs: Purdue Certificate in Entrepreneurship and Innovation, #18 nationally. purdue.edu/entr
14. Client engagement records: Purdue OTC brand and strategy engagement (invoiced December 2016); Purdue Innovates EIR service (2021 to 2023); Purdue Innovation and Entrepreneurship two-phase engagement (white paper presented May 2026). Private consulting records; details available on request.
15. The 100+ ventures-on-university-IP figure is a conservative floor compiled from Foundry-era startup formation during Amanda's tenure plus the EIR, FoundryX, and IP-based independent coaching portfolios. Sector shares in FIG. S-1 are directional, weighted by venture count.

The record above is the firm. If your office is weighing an EIR program, a portfolio triage, a repositioning, a validation network, or the strategy that connects them, the first conversation carries no charge.

Engagements run from a standalone diagnostic to full program design to an operating retainer.

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