

Abstract

TxState Startup: DxUpClose - Lessons Learned

More and more startups are spinning out of the universities. Knowing how to transition from pure research, to advanced research, to applied research and finally to R&D is a matter of knowing where you are in the lifecycle of a new product. Types of funding are available for each stage when you know and properly articulate your place in that lifecycle. Cyndi Nickel worked at Hewlett-Packard Research Labs for nine years before starting DxUpClose, and she was responsible for research portfolio management and research strategy. This talk will highlight the pivotal points of her journey starting DxUpClose. DxUpClose is a medical diagnostic device company bringing to market an antibiotic susceptibility test (AST) that determines bacteria's reaction to antibiotics in real time. The diagnostic is designed to perform an AST in one hour in a doctor's office so doctors will no longer have to guess what antibiotic to prescribe, but instead prescribe the correct antibiotic the first time thereby reducing antibiotic resistance in the community.



Cynthia S Nickel

- Founder and CEO of DxUpClose since 2009.
- Nine years at research facility directing research strategy and operations
- Initiator and founder in three Hewlett-Packard high-tech business lines
- Twenty four years of research and development experience

Professional Experience

- Senior Research Strategy Program and Operations Manager, Hewlett-Packard Research Laboratories, Palo Alto, CA. (March, 2000–August, 2009)
 - Initiated strategy development with annual refresh
 - Measured the organization using metrics
 - Increased gross margin value of new technology by 66%
 - Increased research technology transfer events by 60%
- Section Manager, IT Security, Hewlett Packard Company, Palo Alto, CA. (Nov,1998–March,2000)
 - Founded a security service business that served 142,000 employees in a multi-national organization
 - Improved the supply-chain and retail partner extranet by implementing a security services portfolio
 - Decreased time-to-offering of new services from third party vendors
- Product Marketing Manager, Internet Security Business, Hewlett-Packard, Cupertino, CA. (Jan, 1997-Nov,1998)
 - Proposed and developed a new internet business based on emerging technology from research organization
 - Led a team of marketing engineers, business developers, and product line managers during the start-up of a new business unit
 - Introduced and grew a new product line (50% growth on a quarterly basis)
- Product Marketing Manager, Enterprise Middleware, Hewlett-Packard Company, Cupertino, CA. (Jan,1995–Jan,1997)
 - Led a team of product managers
 - Produced two new product lines
 - Negotiated the sale of an object-oriented middleware business to an external party
- Engineering Manager, Enterprise Middleware, Hewlett-Packard Company, Cupertino, CA. (Mar,1982-Jan,1995)
 - Proposed and founded the Allbase product line
 - Led a software development team

Education

- The University of Texas at Austin, Bachelor of Science, Computer Science (1975)

Collaborations

- Seton Healthcare Networks, Dell Children's Medical Center in Austin, TX. Collaboration to develop the functional design and protocols surrounding the bacterial diagnostic.

- Texas A&M University project to develop bacteriophages that create dramatic bacteria activity when they come in contact with each other enabling real-time bacteria identification.
- Texas State University project to characterize bacteria lifecycle events, and to create the diagnostic kit and reader to designed to determine antibiotic sensitivity in sixty minutes