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**For more information:**

Kelly Evans  
KensaGroup, LLC  
607.330.2307  
ke@kensagroup.com

## **eClips, the Premier Rich Media Library on Business Management and Entrepreneurship, Spins Out of Cornell University**

*eClipsNet will Provide a Personalized Web Workspace Where Both Individuals and Trusted Networks Can Generate, Organize and Develop Ideas While Learning Through the Experiences of Others*

Ithaca, N.Y. – April 10, 2008 – Professor Deborah Streeter today announced that the nation's premier rich-media, video library on business management and entrepreneurship has been licensed to eClipsNet, LLC. eClipsNet will provide a personalized workspace, centered around the eClips Collection, where entrepreneurs and business leaders can generate, organize, and develop ideas while learning through the experiences and journeys of other professionals.

eClips, a collection of nearly 11,000 clips, has been created through the research of Professor Deborah Streeter and her team, as well as Mann Library's IT professionals at Cornell University. Dr. Streeter is an internationally recognized pioneer in the field of entrepreneurship and a leading innovator in the use of rich-media for education. She was the 2007 Olympus Innovation Award recipient for her efforts to foster innovative thinking and inventive teaching methods, projects and case studies.

"The collaboration and commercialization efforts between Professor Streeter's group and Mann Library have resulted in a new model of publishing," said Janet McCue, Director of Mann Library. "Streeter and her team worked intensively with Mann Library experts to develop the eClips.edu website, and their work (the repository of clips) will continue to be free and open to the academic community. Furthermore, Mann Library plans to share the developed platform with the Cornell community, so that other faculty will be able to use it for creating and managing scholarly collections of rich media and associated materials."

"The journey of each business person is not only interesting, but it can also be an incredibly valuable educational and inspirational tool if presented effectively and efficiently," said Dr. Streeter, the Bruce F. Failing Sr. Professor of Personal Enterprise in the Department of Applied Economics and Management at Cornell University. "Over the past 14 years, our team has been applying the leading edge IT and media tools, to a growing collection of focused presentations and personal interviews, so that users can find, access and retrieve truly relevant clips that address thematic topics in 1-5 minutes."

"Professor Streeter has been an integral part of the success of Entrepreneurship@Cornell, our university-wide entrepreneurship program. She not only pioneered the use of rich media within the field of entrepreneurship

education, but she has become a role model to the students she teaches by taking the risk of starting a company," said John Jaquette, Executive Director of Entrepreneurship@Cornell.

"It is extremely satisfying to see the research results of an outstanding faculty member and her team at Cornell turn into a commercially viable business tool. I am glad that the Cornell Center for Technology Enterprise and Commercialization (CCTEC) is a partner in the process," said Dr. Alan Paau, Vice Provost for Technology Transfer and Commercialization at Cornell University and Executive Director of CCTEC.

eClipsNet was founded by Dr. Streeter, Jamie Kalousdian, and Kirsten Johnston Barker (Cornell '92) along with KensaGroup, LLC.

### **About KensaGroup**

KensaGroup ([www.kensagroup.com](http://www.kensagroup.com)) is a holding company focused on creating, financing and building companies around invention, innovation and brands. Founded in 2000, KensaGroup operates from its offices in Ithaca, NY. The firm's strategy is to generate significant returns by combining C-level management experience with deep technical knowledge and rigorous financial oversight. KensaGroup has evaluated over 3,000 licensable technologies from universities throughout the United States, and has launched several high-growth businesses, including NovaSterilis, North Sea Resins, Novomer, Gene Network Sciences and MedHesives. Through its A2I™ Process and "gap" investing model, KensaGroup actively participates in developing new ventures that are commercializing many of the leading edge discoveries of our times.

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