



Lyles Center for
Innovation and
Entrepreneurship

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Lyles Center Announces New Program Manager for the Technology Commercialization Program

The Lyles Center for Innovation and Entrepreneurship at Fresno State announces Jeff Macon, a recent graduate of Fresno State's MBA program, as Program Manager of the Technology Commercialization Program (TCP) at the Lyles Center for Innovation and Entrepreneurship.

Macon, who graduated from the University of San Francisco in 1995 with a BS in Business Administration, worked in the Silicon Valley and in Taiwan before returning to the Central Valley in 2008.

The Technology Commercialization Program at the Lyles Center assists faculty, students, entrepreneurs, startups, small and medium corporations, and research agencies with all stages of idea development, protection and commercialization. The TCP can determine if a client's idea/invention is feasible, provide suggestions on making it market ready and teach clients how to conduct market research. In addition, the program can find manufacturers to assist with prototyping provide funding opportunities, and help launch the product or service.

The TCP offers one-on-one consulting to startups, entrepreneurs and inventors in addition to supporting projects such as this year's 7th annual Central Valley Venture Forum (CVVF) to be held November 13th in Visalia.

Past clients of the TCP include CLICK Espresso Protein Drink and Pilloroo, the fun pillow within the hidden pouch.

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As one of the leading entrepreneurship centers in California, the Lyles Center for Innovation and Entrepreneurship, located at California State University, Fresno assists both students and community members in pursuit of their entrepreneurial goals. The Lyles Center delivers assistance through applied learning, professional consulting and managed problem solving. As a recognized leader in entrepreneurship education, The Lyles Center uses its strategic position to leverage resources from the entire community to assist innovators and entrepreneurs in the development of their businesses. The Lyles Center acts as a bridge for the campus and community, linking resources of both to achieve success in the marketplace.