

## MIT Industrial Liaison Program Faculty Knowledgebase Report

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Back to the New Workplace post COVID-19 (#2 of 2)

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July 9, 2020 2:00 pm - 3:30 pm

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The Way Back to Normal – Learnings from Covid SafePaths  
Ramesh Raskar  
NEC Career Development Professor  
Associate Professor of Media Arts & Sciences  
Head, [Camera Culture Research Group](#)



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Associate Professor of Media Arts & Sciences  
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Ramesh Raskar is an Associate Professor at MIT Media Lab and directs the Camera Culture research group. His focus is on AI and Imaging for health and sustainability. These interfaces span research in physical (e.g., sensors, health-tech), digital (e.g., automating machine learning) and global (e.g., geomaps, autonomous mobility) domains. He received the [Lemelson Award](#) (2016), ACM [SIGGRAPH Achievement Award](#) (2017), DARPA Young Faculty Award (2009), Alfred P. Sloan Research Fellowship (2009), TR100 Award from MIT Technology Review (2004) and Global Indus Technovator Award (2003). He has worked on special research projects at Google [X] and Facebook and co-founded/advised several companies.

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*Covid SafePaths* - A global community-led movement. Safe Paths develops free, open-source, privacy-by-design tools for residents, public health officials, businesses and larger communities to flatten the curve of COVID-19, reduce fear, and prevent a surveillance-state response to the pandemic. MIT Safe Paths, the broader initiative, was created by Prof. Ramesh Raskar, with Prof. Sandy Pentland, Prof. Kent Larson, and Prof. Kevin Esvelt. This initiative has relied on expertise from other institutes including Harvard University, Stanford University, and SUNY Buffalo, with clinical input from the Mayo Clinic and Massachusetts General Hospital, and mentors from the World Health Organization, the US Department of Health and Human Services, and the Graduate Institute of International and Development Studies.

## MIT Startup Exchange

[MIT Startup Exchange](#) actively promotes collaboration and partnerships between MIT-connected startups and industry. Qualified startups are those founded and/or led by MIT faculty, staff, or alumni, or are based on MIT-licensed technology. Industry participants are principally members of MIT's Industrial Liaison Program (ILP).

MIT Startup Exchange is a community of over 1,900 MIT-connected startups with roots across MIT departments, labs and centers; it hosts a robust schedule of startup workshops and showcases, and facilitates networking and introductions between startups and corporate executives.

STEX25 is a startup accelerator within MIT Startup Exchange, featuring 25 "industry ready" startups that have proven to be exceptional with early use cases, clients, demos, or partnerships, and are poised for significant growth. STEX25 startups receive promotion, travel, and advisory support, and are prioritized for meetings with ILP's 260 member companies.

MIT Startup Exchange and ILP are integrated programs of MIT Corporate Relations.

Presenting startups include:

- [Biobot](#): Mapping Coronavirus spread by analyzing sewage
- [Tulip](#): App platform for scaling manufacturing & sensor-based monitoring of workspaces
- [Humanyze](#): Science-backed analytics to improve workspaces & organizational health

Newsha Ghaeli  
President & Cofounder, [Biobot](#)



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Newsha Ghaeli is President & Cofounder of Biobot Analytics where she leads company growth, business development, and government affairs. Biobot transforms city sewage into public health observatories, and is currently measuring the SARS-CoV-2 virus in sewage as an early indicator and trend analysis of the Covid19 outbreak.

Prior to Biobot, Newsha was on fellowship at MIT's Senseable City Lab investigating the future of cities through new technologies. An architect by training, Newsha has led teams at MIT and the World Economic Forum implementing innovative city solutions. Newsha holds an undergraduate degree, with distinction, from the Faculty of Engineering at the University of Waterloo and a Master of Architecture from McGill University.

Rony Kubat  
Cofounder & CTO, [Tulip Interfaces](#)



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Cofounder & CTO  
[Tulip Interfaces](#)

Rony Kubat is the cofounder and CTO of Tulip Interfaces. He is a PhD graduate from MIT with a research focus on applied machine learning. He was the first employee at Bluefin (acquired by Twitter). Before graduate studies, Rony was a science and technology advisor for Hollywood film productions. Rony has been described by Wired Magazine as having a "steady low voice that could pacify a riot." He is a playwright and is a member of the Junkyard Wars team, the Geeks (3rd Place, US Season three).

Ellen Nussbaum  
CEO, [Humanyze](#)



Panel Discussion with Faculty, Corporates, and Startups

Michael Schrage

Research Fellow, MIT Initiative on the Digital Economy, [MIT Sloan School of Management](#)



Michael Schrage

Research Fellow, MIT Initiative on the Digital Economy

[MIT Sloan School of Management](#)

Michael Schrage is a research fellow with the MIT Sloan School of Management's Initiative on the Digital Economy. His research, writing, and advisory work focuses on the behavioral economics of models, prototypes, and metrics as strategic resources for managing innovation risk and opportunity. He is author of the award-winning book *The Innovator's Hypothesis* (MIT Press, 2014), *Who Do You Want Your Customers to Become?* (Harvard Business Review Press, 2012), and *Serious Play* (Harvard Business Review Press, 2000). His latest book, *Recommendation Engines*, was published in September 2020 by MIT Press as part of its Essential Knowledge series. He's done consulting and advisory work for Microsoft, Procter & Gamble, British Telecom, BP, Siemens, Embraer, Google, iRise, the Office of Net Assessment, and other organizations

Schrage has run design workshops and executive education programs on innovation, experimentation, and strategic measurement for organizations all over the world and is currently pioneering work in selvesware technologies designed to augment aspects, attributes, and talents of productive individuals. He is particularly interested in the future co-evolution of expertise, advice, and human agency as technologies become smarter than the people using them.

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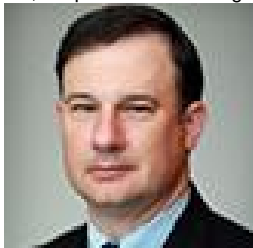
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Jeffrey Delmore, JD

VP, Corporate Risk Manager, [FM Global](#)



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