Research to Jobs

Task Force Charged to Develop Recommendations to Create Jobs through UW-Led Research and Technology Transfer to Wisconsin Companies

Carl Gulbrandsen
Managing Director, WARF
July 10, 2009
Expert Committee Represented Broad Sectors of Education and Business

Committee membership: 25 total
- Private sector = 9
- Research campuses = 7
- Technology transfer organizations = 4
- Comprehensive campuses = 3
- UW System = 2

Committee expertise
- Chief Executive Officers = 13
- Managers of organizations and companies = 7
- Degrees in high-tech fields = 6
- Business development expertise = 12
- Legal expertise = 2
Task Force Charge

- Job creation through start-ups or growth of mature businesses
- Job creation through increasing research within system schools
- Industry sponsored research as well as government sponsored research
- Effective ways to communicate the role of UW research to the public and industry

Recommendations must be:

- Practical and implementable in the near future
- Applicable to all UW institutions
- Quantifiable with benchmarks
- Roles of UW, industry and government to be defined
Division of Labor

Start-ups
John Neis
Venture Investors

Growth of Mature Business
David Ward
NorthStar Economics
Charles Sorensen
UW-Stout

Communications
Tom Still
Wisconsin Technology Council

Carl Gulbrandsen
Ex officio for all committees
Timelines

- **March 11, 2009**: 1st committee meeting
- Formation of 3 subcommittees
- Work plan development

- **June 2, 2009**: Final committee meeting
- Prioritization of recommendations
- Discussion on final drafts

- **May 11, 2009**: 2nd committee meeting
- Discussion on white paper drafts
- Compilation and prioritization of ideas

- **July-Aug 2009**: Feedback from Dr. Reilly
- Research and analysis
- Finalization of report
- **September 2009**: Report to Regents

Committee work facilitated through frequent teleconferences and email exchanges among members.
Salient Points of Committee Work

• Extensive discussions with business, educational and community leaders
• Review of nationally acclaimed model systems for job creation and business growth
• Identification of hurdles and potential solutions
• Special attention to cost effectiveness of recommendations
• Recommendations with state-wide implications
Key Ideas Emerging From Committee Work

• Entrepreneurship is key
  – Special attention to students
  – Leadership at UW System and campuses must lead the charge
  – Emulate successful UW-Madison programs in other campuses
  – Remove hurdles for faculty to form start-ups

• Connecting UW research to small and large company needs is vital

• Promote research as an integral part of teaching in the comprehensives
Summary

• 24 key ideas were identified for implementation or further study

• Recommendations include steps for UW System and public-private sectors

• Most of the recommendations are low cost and high return