



WiSys: Overview of UW System Innovation Potential

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- *Technology Categories*



- *Examples of Cutting Edge Innovations*



- *Revenue Potential*



- *New Initiatives*



WiSys: Function

- **Protection of federally funded discoveries and their commercialization**
- **WiSys bears the cost of patenting and licensing**
- **All licensing income is shared with inventor, campus, and UW System**



Summary of WiSys Intellectual property Activity

- **Total number of disclosures- 137**
- **Participation by all 12 campuses**
- **Current active cases- 54**
- **Number of pending patent applications- 16**
- **\$\$ spent on IP protection- \$520k**
- **Issued patents- 11**
- **Licensed technologies-1**
- **Start-up companies- 1**

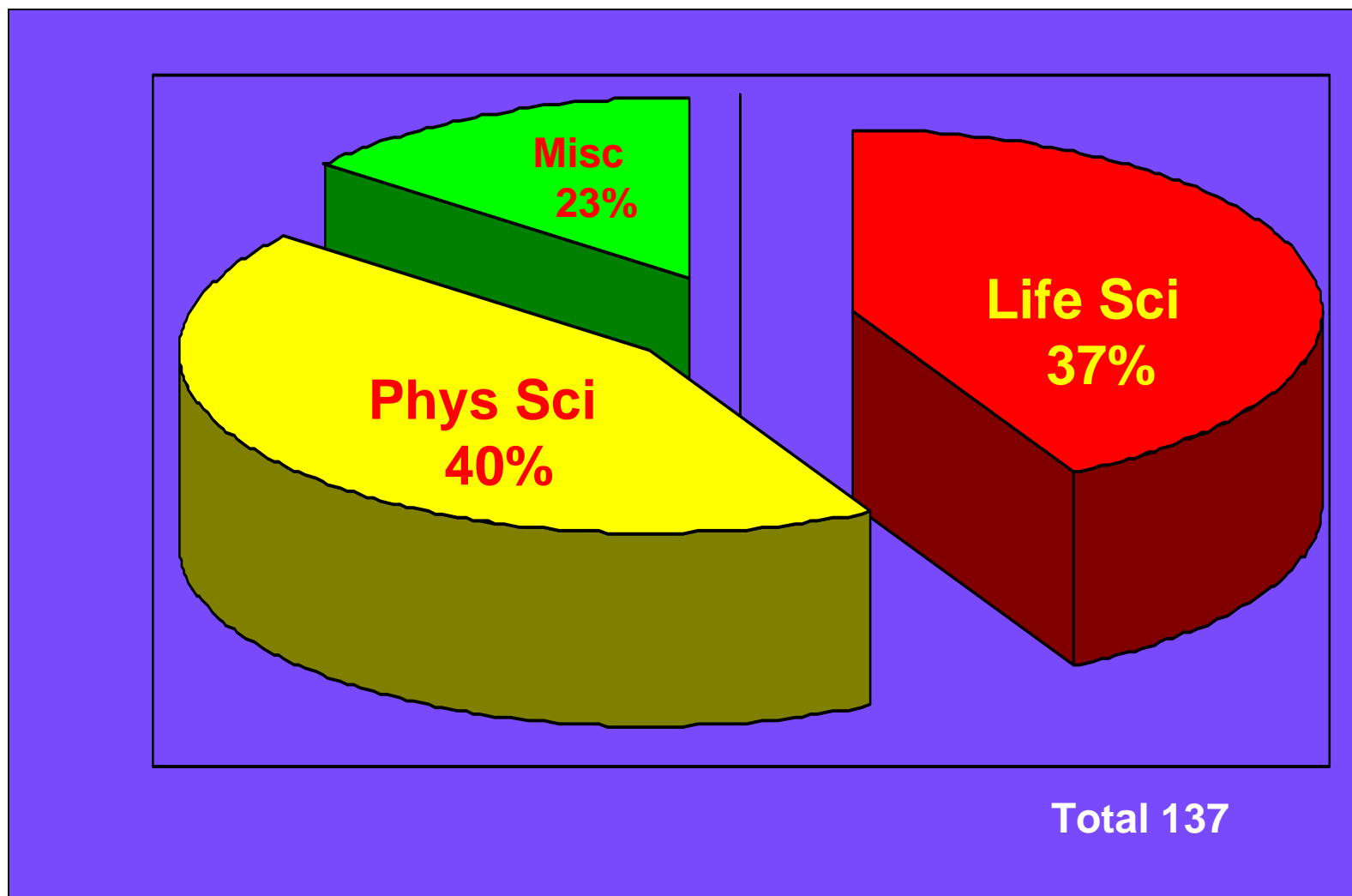
Distribution of Disclosures from Campuses- March 2005

Campus	Disclosures*	Pat Issued **
Eau Claire	9	
Green Bay	1	
La Crosse	7	1
Milwaukee	67	7
Oshkosh	3	2
Parkside	8	
Platteville	2	
River Falls	4	
Stevens Point	11	1
Stout	22	
Superior	1	
Whitewater	2	
Total	137	11

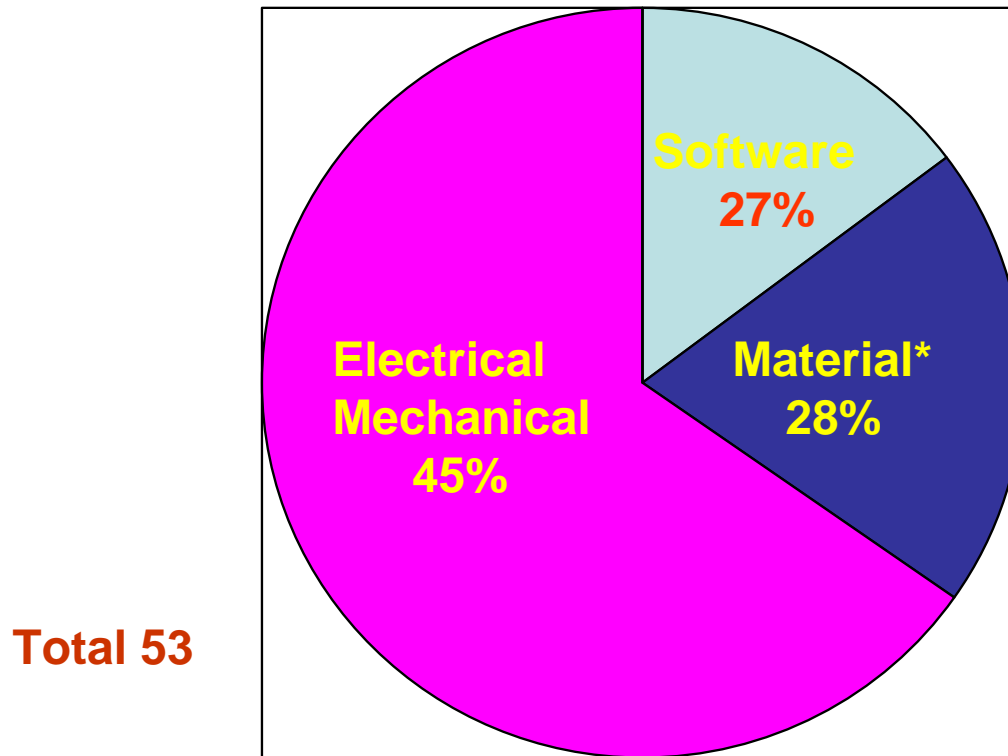
*Total disclosures

** includes issued and allowed

WiSys Technology Category Distribution- 2005

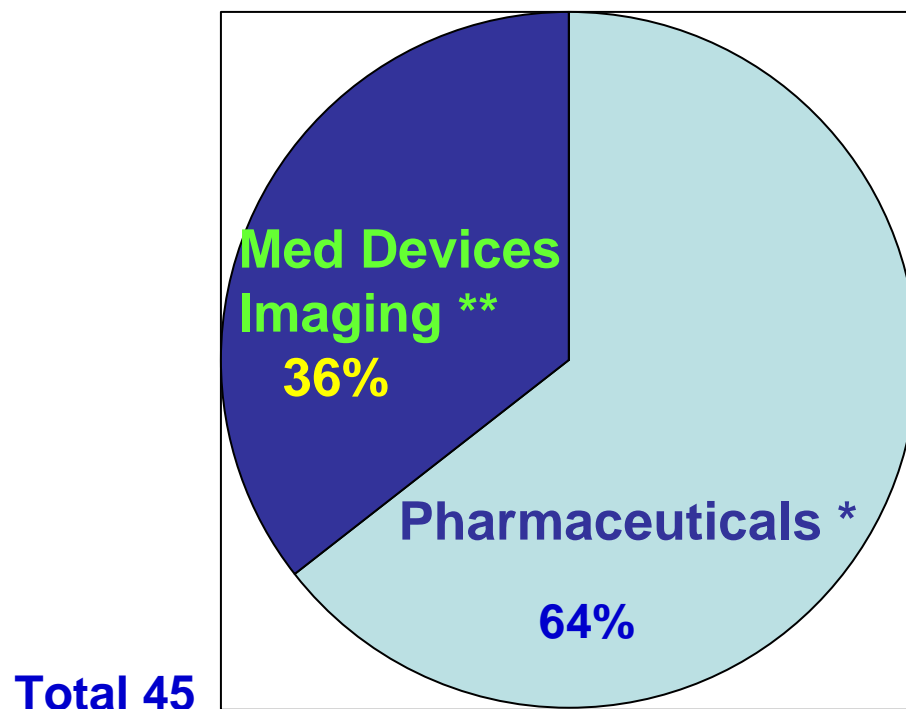


WiSys Disclosures: **Physical Sciences Categories 2005**



Material*
-Composition
- Process

WiSys Disclosures: Life Sciences Categories- 2005



Pharmaceuticals*

- Therapeutic molecules
- Diagnostics
- Genes

Medical Imaging **

- Devices
- Procedures

UW System Technologies; **Examples of Innovation**

- Broad range of technologies
- Mix of cutting edge and traditional



Brian Smith
UW River Falls
Winter hardy, superior plum

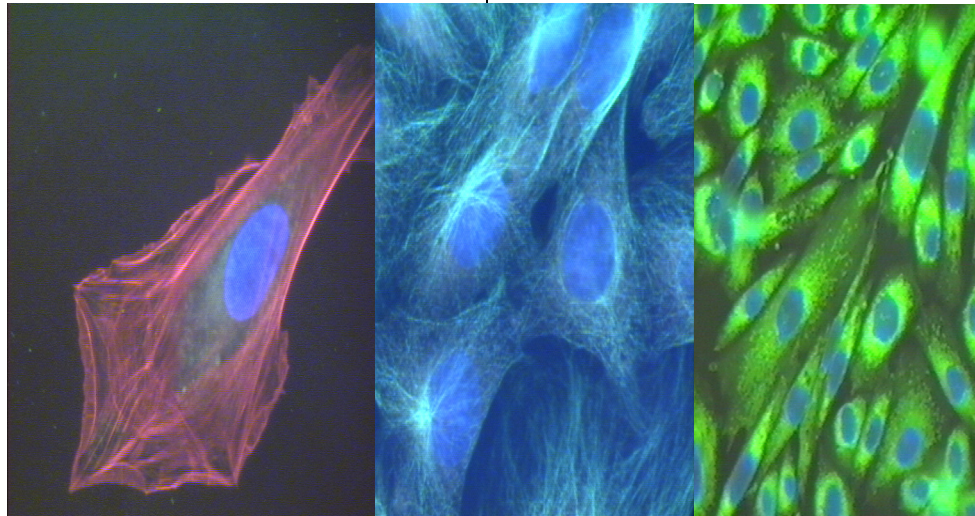
Prunus domestica: Lydecker



Fluorescent Dyes

David Lewis & Scott Hartel: UW Eau Claire

Cholesterol tagging agent for medical imaging



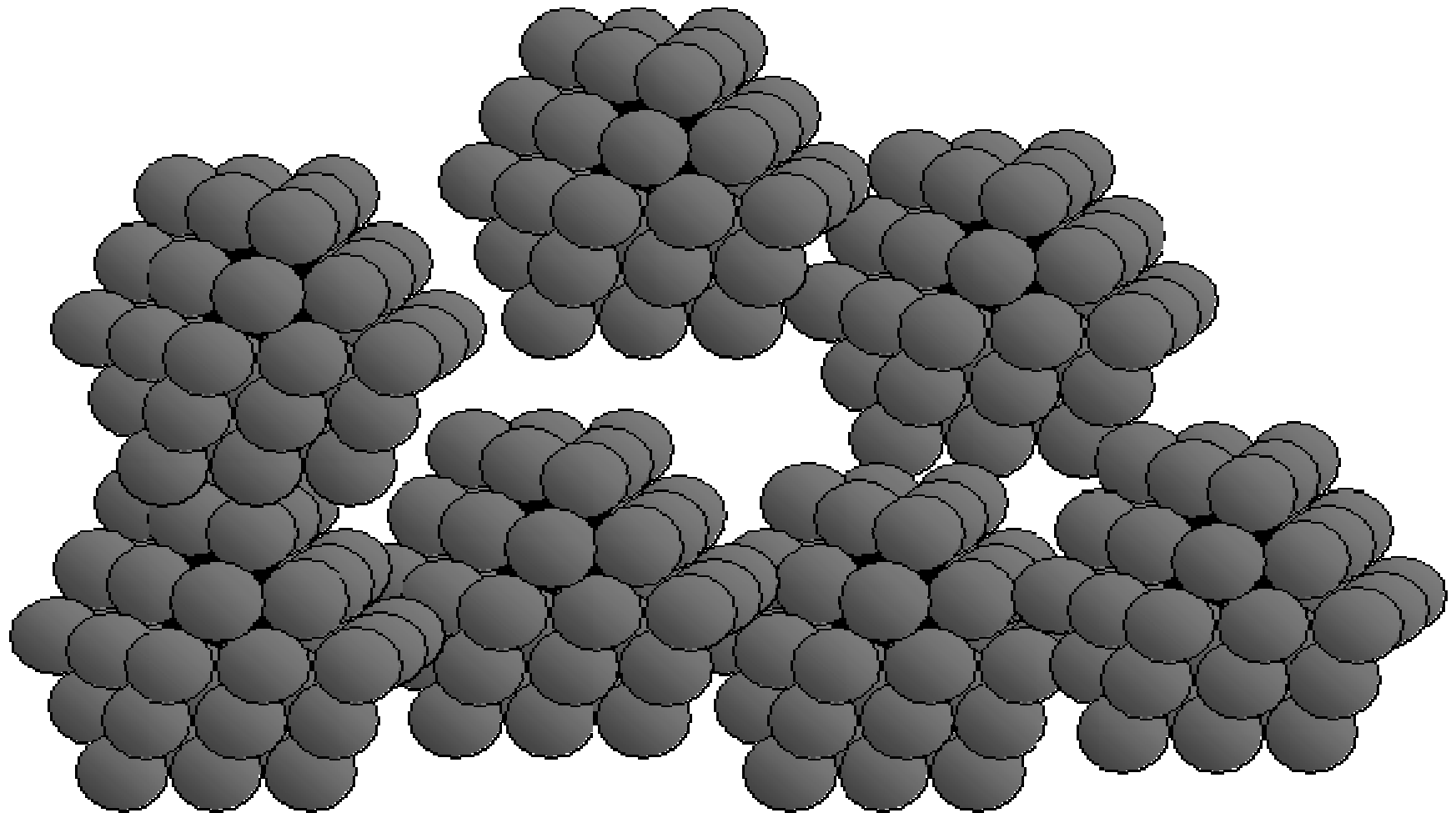
Research reagent market

Charles Gibson:

UW Oshkosh: Nanostructured Metal Compacts

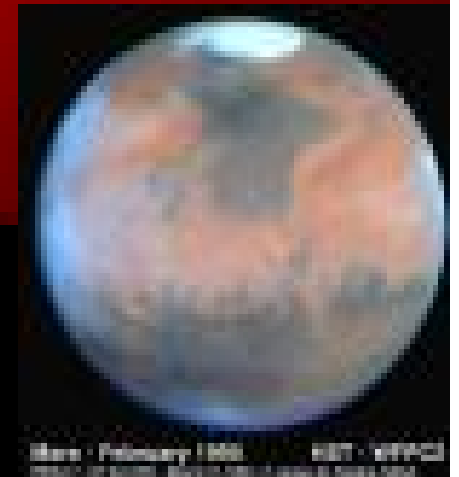
Anisometric morphology

and preferred orientation



**Aileen Yingst:
UW Green Bay: Wisconsin Space Grant Consortium**

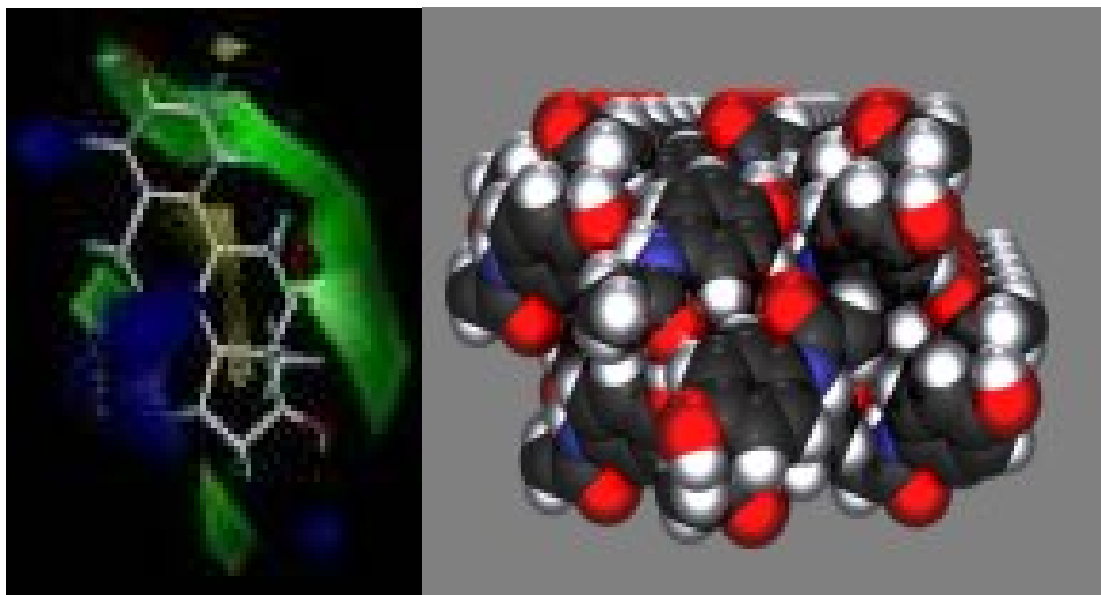
Microscopic Imager on Board the Mars Exploration Rover



UW-Milwaukee

Anxiolytic Drugs Without Sedative Effects

A Billion Dollar Idea from WiSys

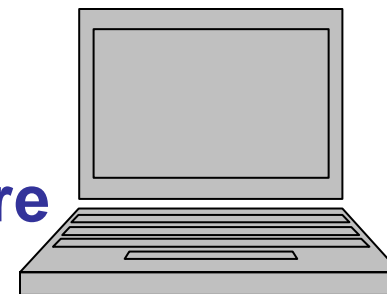


NovaScan

- First WiSys licensed start-up
- William and Christopher Gregory-founders
- Partnership with TechStar
- Electronically image biological tissues
- Detection and diagnosis of cancers
- Reduces need for invasive biopsy

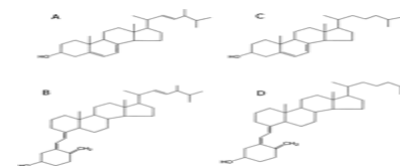


- Secure electronic message transmission
 - Jack Tan, UW Eau Claire



- Collection of dissolved gases from ground water
 - Bryant Browne, UW Stevens Point

- Anti-infective agents from *Comptonia peregrina*
 - Aaron Monte, UW La Crosse

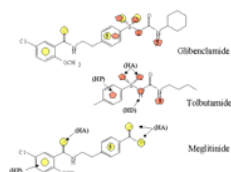


- Investment casting slurry composition
 - Dan McGuire, UW Whitewater

Entrepreneurial Opportunity

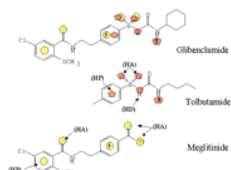
Rational Drug Design: Time Tested Path to Pharmaceuticals

UW River Falls
Super capsaicin



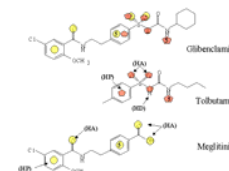
UW La Crosse
Antimicrobials

UW Eau Claire
Fluorescent agents
Medical imaging

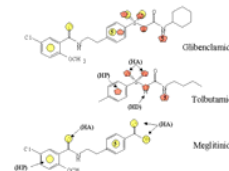


UW Platteville
Polymer chemistry

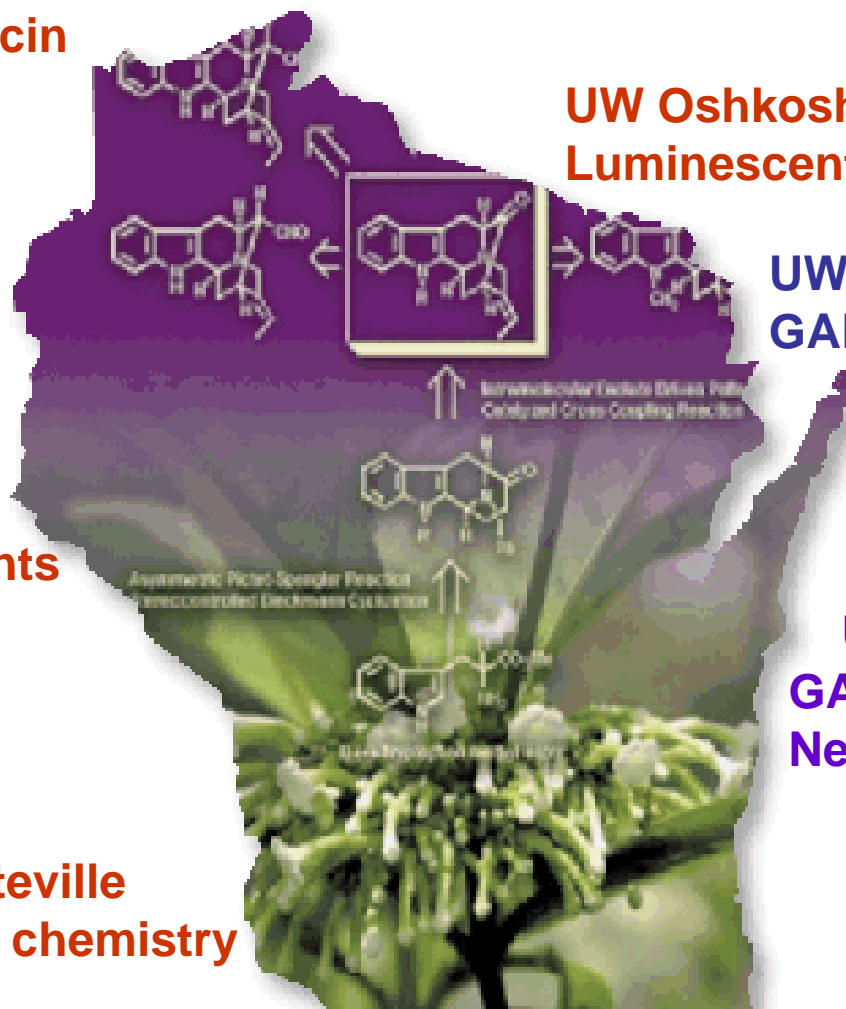
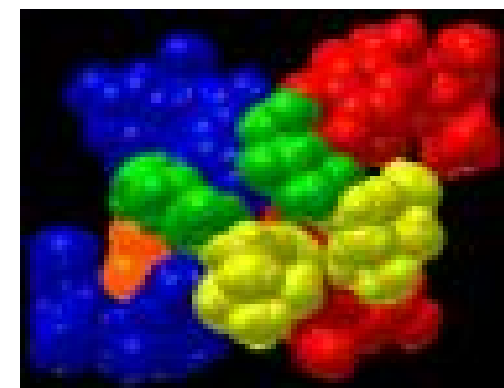
UW Oshkosh
Luminescent compounds



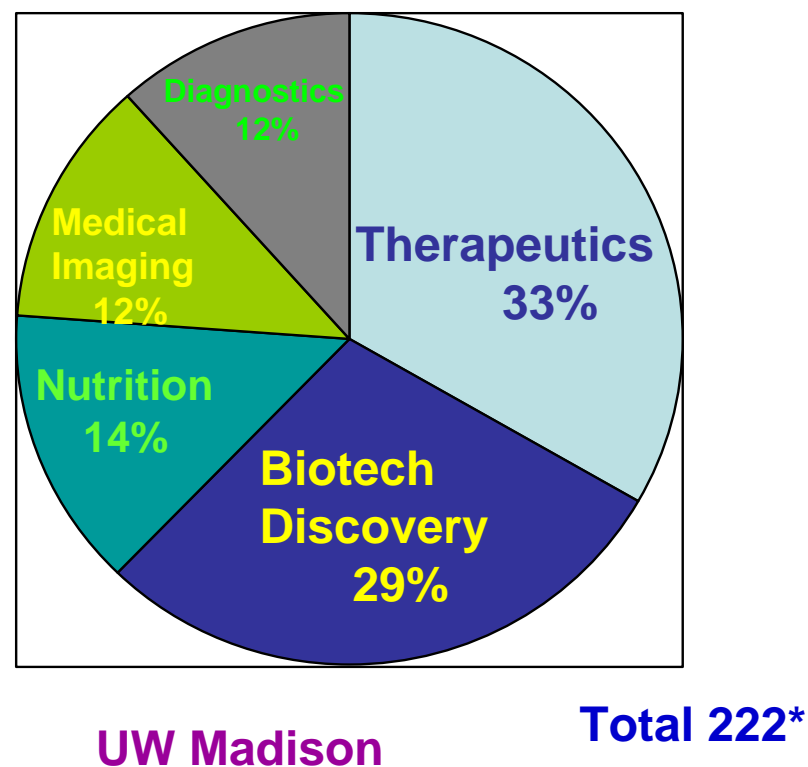
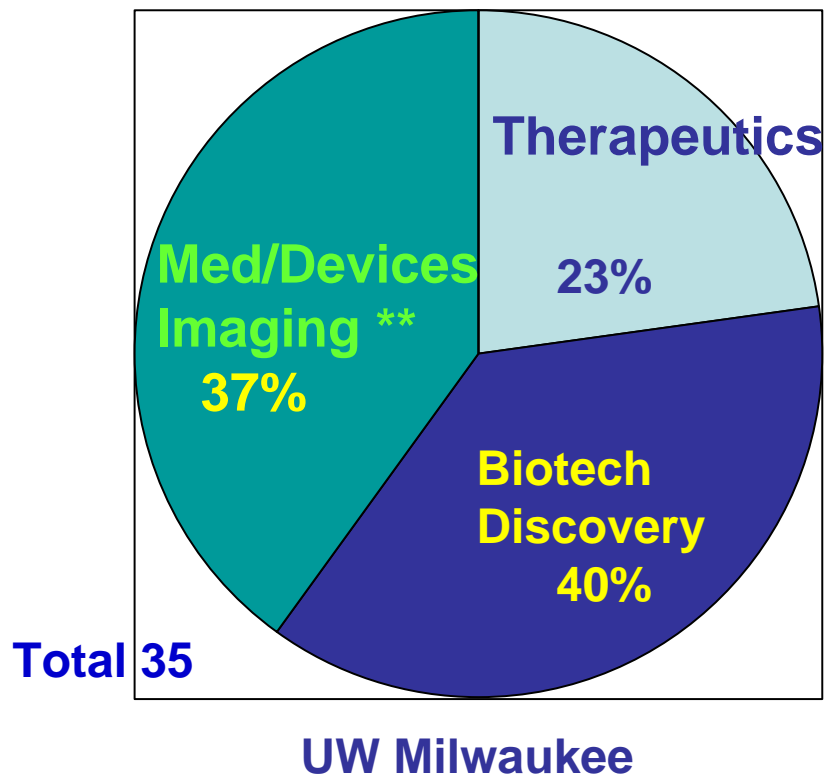
UW Green Bay
GABA binding molecules



UW Milwaukee
GABA receptor binding
Neurological diseases



Comparison of Research Trends: Madison and Milwaukee



* Vit D or Stem cell not included

Trends overview

Madison* and Milwaukee

	UWM %Dis.	WARF %Dis	WARF % Licensed	WARF % Revenue**
Biotech/Discovery	40%	29%	31%	9%
Med.Imaging	37%	12%	22%	28%
Therapeutics	23%	33%	14%	62%
Nutrition	0%	14%	10%	0.9%
Diagnostics	0%	12%	23%	0.1%

* 1993 through 2002

** ~\$28million in 10yrs

WiSys Initiatives to Achieve Greater Awareness

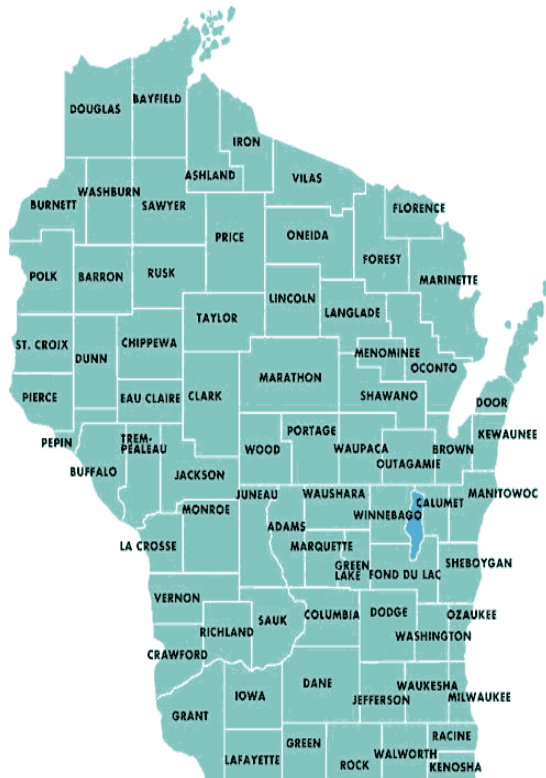
WiSys Innovation Scholar Award-2005

- Competitive selection of innovative discovery
from each campus
- Publicity and local business participation
- Small monetary award for research supplies
- Pledges from local firms for “WiSys Scholar Fund”



WiSys New Initiatives

- Quarterly Newsletter
- Prototype Development Fund
- WEN



- Local business connection and tech transfer
- Connect business needs to campus expertise
- Student and worker high tech training
- High-growth vision and plan based on UW System innovation and resources