“Partnerships Enhance Success”

Update on Research, Economic Development, and Innovation Activities

October 10, 2013

UW Board of Regents REDI Committee
“Presentation Overview”

Introductions

Faculty Engagement

Procubed Partnership

UW-Parkside and REDI
  - Talent and Economic Development Team
  - Research Successes
  - WCCR and Regional Alliance
  - Programs that work (SBDC, SEG, Ranger Link)

Enriching Minds... Changing Lives
“Faculty Engagement”

Dr. Abey Kuruvilla
Associate Professor of Business

Making a difference in our region and beyond...
Aurora Medical Center

Rehabilitation
Food Services Layout
Nurse Medication
Inpatient Pharmacy
Space Utilization
Food Services Operations
FedEx

Guest Speakers
Live MBA Case Studies
Field Visits
Internships

Enriching Minds... Changing Lives
“Our partnership with UW-Parkside...is priceless”

Essie Allen, Associate Director

RKCAA

Enriching Minds... Changing Lives
Skies Fall Media & BelleTV

- Hired by Racine to Revamp CAR25
- Summer Interns From UW-Parkside
- Business and Communication Departments
- 2 Interns and 1 Full-Time Station Director
- Brown Bag Luncheon – 35 Interested Students
An Operations Management Model

Class Logistics
Grade Distribution
Diversity Groups
Stories
- Dept. of Corrections
- Emergency Medical Services
- LOVE Inc.
- and a couple of hundred more...
University of Wisconsin-Parkside

“Procubed LLC”

Enriching Minds... Changing Lives
PRO³

Procubed, LLC

Kenosha, Wisconsin

Engineering, design, machine building, testing and validation

A New Dimension in Mobility

University of Wisconsin-Parkside

Enriching Minds... Changing Lives
Examples of work done by Procubed for regional industry.
Supports efforts to develop the LRM technology

“Pays the bills and hones the skills.”
Why Matters

- Demand at 1% and rising including disabled Veterans
- The revolutionary LRM Drive is the “Secret Sauce”
- With LRM; more power, less injury
- Reduced cost of care
- Lifestyle upgrade
- Completely portable
- More capable
- No pain

Enriching Minds... Changing Lives
Dr. Peter Knight organized business students to work on the market research and business strategy.

First application of the LRM device is on a manual wheelchair – lightweight, foldable and painless.

Enriching Minds... Changing Lives
Weighted test dummy per ASTM standards. Students named it “Fanny.”

Built test equipment to evaluate performance.
UW-Parkside Collaboration

- Business students performed extensive market research
- Helped with test data collection and analysis
- Organized and carried out extensive surveys and focus groups
- Wrote and presented a comprehensive market analysis based on their research
- Dr. Michele Gee’s Advanced MBA students developed business strategy options
- Dr. Knight and two of his MBA students are finalizing Procubed’s marketing plan
Where Is Going:

- Collaboration with HERL and UW Parkside (see: www.herl.pitt.edu)
- SBIR/NIH grant
- US and international patents
- FDA requirements
- User trials
- DME collaboration
- Direct connection with VA
- License the 5D wheelchair
- Develop new products based on the LRM technology
5D Wheelchair

Linear to Rotary Motion Application

Enriching Minds... Changing Lives
“Talent and Economic Development Team”

Provost and College Deans

Representatives From
- University Advancement
- Career Services
- Small Business Development Center
- Ralph Jaeschke
  Solutions for Economic Growth Center
- Corporate Engagement
“Goals for Talent and Economic Development Team”

- Create UW-Parkside asset map
- Define levels of engagement and alignment
- Develop strategies to leverage assets
- Create collateral to showcase UW-Parkside assets
- Create “easy button” connection to UW-Parkside
“Goals for Talent and Economic Development Team”

- Host CEO and HR professional round-table
- Leverage relationships with KABA, RCEDC, RAMAC, SHRM and partners to review needs and desires of area employers
- Submit proposals for UW Economic Incentive Program
“Goals for Talent and Economic Development Team”

- Maximize Ranger Link program
- Encourage faculty to document economic development activities; report levels of engagement
- Plan campus forum with Economic Development leaders
“Economic Development Engagement”

Regional Board Representation

- KABA
- Kenosha Area Chamber of Commerce
- RCEDC
- RAMAC
- Kenosha and Racine County Workforce Development
- Milwaukee 7
“Research Highlights”

Suresh Chalasani, MIS
- With Ictect – Intelligent Content Architectures for Healthcare, wireless monitoring for chronic diseases

Susan Lincke, Computer Science
- With Engendren – Determining costs and energy efficiency of IT centers

Derek Riley, Computer Science
- Mobile computing-based crowdsourcing simulations
Wisconsin Center for Commercialization Resources

Strengthen Economic Development

- Resources of five regional universities support WCCR to advance commercialization
“Wisconsin Center for Commercialization Resources”

Serve Entire State of Wisconsin

- Entrepreneurs
- First- and second-stage businesses
- Larger companies
“Wisconsin Center for Commercialization Resources”

Focus on Industry Clusters

- Water
- Energy - Power and Control
- Health (including medical devices)
“Alliance for Regional Development”

Collaboration is Key

Regional Initiatives -
- Workforce Development, Transportation, Innovation and the Green Economy

Growing Support for Regionalism

Focus –
- Manufacturing
- Water – Aquaculture