A Balanced Approach
From Commercialization
to Second-Stage
Collaborative Commercialization

**WISYS**
Technology Foundation, Inc.

**D2P**
Discovery to Product
University of Wisconsin–Madison

**Ideadvance**
SBIR Specialists

**UW Extension**
Business & Entrepreneurship

**Improving outreach to comprehensive campuses**
Coordinating activities with UWEX-CTC

**Madison supports incredible ecosystem**
UW Milwaukee
UW Whitewater
UW Oshkosh
UW LaCrosse

**WEDC Outstanding Partner**
Seed Funds Accelerators Program Support

**Center for Technology Commercialization**
Ideadvance
SBIR Specialists
Commercialization across Wisconsin
Adding one more piece for a balanced approach
Defining and finding growth companies

10-99 employees
1-50 Million in Revenue
Past startup – with proven model
Appetite and aptitude for growth
Focused on external markets
• Power Distribution
• Marine Navigation

• Pipeline inspection and rehabilitation
• Instrumentation Panels
• Lighting and Signage
Business Intelligence Team
(Economic Gardening Pilot)
Demonstration project in Waukesha

- 3 Companies
- Using national team
- Virtual phone/web interaction only
- 35 hours of access for each company
- $4,000 cost per company
- Partnering with Cooperative Extension Educators and SBDC
WEDC grant builds teams

Wisconsin teams all private sector

UWEX – Center for Business Intelligence will manage teams

Funding – multiple sources public, private and program revenue

Goal - 100+ companies per year
Florida TaxWatch conducts independent 2015 study – Conclusions...

“Second-stage companies are responsible for a substantial amount of employment in Florida, and produce more jobs per company than any other category of firm.”

“Helping develop these companies can help produce a substantial amount of jobs, help diversify the Florida economy, and provide positive returns on the investment by the State of Florida.”

Net Return of $7.58 for every dollar invested in GrowFL from 2011-2013
Questions?

Board of Regents Meeting
April 9-10, 2015

Inspiring Innovation
Creating Futures