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BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

I.4. Research, Economic Development,
and Innovation Committee

Thursday, February 6, 2014
UW-Madison, Union South
Varsity Hall II
Madison, Wisconsin

9:00 a.m. Research, Economic Development & Innovation Committee

- a. Approval of the Minutes of the December 5, 2013, Meeting of the Research, Economic Development, and Innovation Committee
- b. Introduction of New WiSys Technology Foundation Executive Director – Arjun Sanga
- c. Federal Relations – Advancing UW System Priorities in the Second Session of the 113th Congress, with Strategic Impact on University Research, Economic Development, and Innovation
- d. Discovery to Product (D2P) and Igniter: Revving the Start-Up Engine at UW-Madison
- e. Wisconsin Economic Development Corporation (WEDC) – Program Update and Demonstration of Economic Development Interactive Mapping Collaboration with UW-Madison and UW-Whitewater

**INTRODUCTION OF NEW WISYS TECHNOLOGY FOUNDATION
EXECUTIVE DIRECTOR – ARJUN SANGA**

BACKGROUND

At its June 6, 2013 meeting, the REDI Committee passed a resolution reaffirming the UW System Board of Regents' support of WiSys as the sole technology transfer mechanism for research, innovation, and technology transfer on UW System two-year and four-year comprehensive campuses, and of further development of policies and practices that support and encourage faculty and undergraduate research, technology transfer, entrepreneurship, and innovation.

REQUESTED ACTION

Information only.

DISCUSSION

In mid-2013, a national search was launched to seek a new executive director for WiSys. In January, 2014, Arjun Sanga was named to the position. He has a strong background in technology transfer, business startups, and intellectual property management.

Director Sanga comes to WiSys from San Antonio, where he served in dual roles as assistant vice president for technology transfer at the University of Texas (UT) Health Science Center San Antonio and as executive director of UT South Texas Technology Management, a regional technology transfer office serving UT Brownsville, UTSA, TSU San Marcos, and Stephen F. Austin University. He previously served as associate vice chancellor for technology transfer at University of Texas System and as corporate counsel for University of Kansas Center for Research.

A registered patent attorney, his experience includes structuring contracts with technology startups that help the companies get off the ground, yet ultimately deliver value back to the university and society. In one example, Director Sanga worked with a struggling medical device startup to restructure its obligations in a way that allowed for adequate cash flow while an initial product underwent review by the U.S. Food and Drug Administration.

Director Sanga is a member of the Association of University Technology Managers, the National Association of College and University Attorneys, and the Association of Public and Land Grant Universities. He received his law degree from the University of Missouri-Kansas City and his bachelor's degree, with an emphasis in chemistry and computer science, from the University of Washington.

REDI Chair Higgins will introduce new WiSys Executive Director Arjun Sanga. Brief remarks regarding the evolution of WiSys and its priorities and goals for 2014 and beyond will be made by Wisconsin Alumni Research Foundation (WARF) Managing Director Carl Gulbrandsen, and by WiSys board member and UW-River Falls Chancellor Dean Van Galen.

RELATED REGENT POLICIES

Not applicable.

**FEDERAL RELATIONS – ADVANCING UW SYSTEM PRIORITIES
IN THE SECOND SESSION OF THE 113th CONGRESS, WITH STRATEGIC IMPACT ON
UNIVERSITY RESEARCH, ECONOMIC DEVELOPMENT, AND INNOVATION**

BACKGROUND

The university has a long and distinguished record of building partnerships with Wisconsin's Congressional delegation and with Federal agencies. The overall objective is to communicate Federal priorities and to promote investment in UW System's colleges and university campuses. Federal priority areas include ensuring access through aid to students, preparing students for college (teacher preparation), supporting innovation in higher education, advancing sound higher education policy, supporting basic and applied research, and economic development initiatives.

REQUESTED ACTION

Information only.

DISCUSSION

The following presenters will discuss UW System priorities for the second session of the 113th Congress with particular attention to REDI Committee Strategic Priorities that have been defined and discussed by the committee:

- Kris Andrews, Assistant Vice President, UW System
- Ben Miller, Interim Director of Federal Relations, UW-Madison

RELATED REGENT POLICIES

Not applicable.

**DISCOVERY TO PRODUCT (D2P) AND IGNITER:
REVVING THE START-UP ENGINE AT UW-MADISON**

BACKGROUND

UW-Madison is a unique generator of economic development for the state. As the state's largest research enterprise, UW-Madison expends more than \$1 billion annually to support the discovery process. Faculty, staff, and students explore every conceivable aspect of science, engineering, and technology in an effort to further research and innovation. While direct economic impact, as measured by new company formation and licensing royalties, is strong, there is room for dramatic improvement.

REQUESTED ACTION

Information only.

DISCUSSION

The UW-Madison research enterprise generates about 350 patent disclosures annually. Of these, 200 new patents are subsequently pursued and issued. About 55 are licensed (new) and generate additional economic impact. Each year, between three and five new companies are created directly from this process. Despite this scope of effort, the entire process on campus derives from individual faculty and staff who choose to take an active interest in commercialization.

D2P provides two opportunities. The first is a strong and proactive effort to identify and cultivate significantly more discovery, leading to commercialization. The second is enhanced engagement with incubation and business development for these discoveries. However, in order to generate new products, these two efforts must be tightly coupled and reinforced by a breadth of focused support across the business development spectrum.

As one of the 12 UW System Economic Development Incentive Grant recipients, the D2P Igniter initiative is designed to accelerate university efforts that directly support business incubation and product development leading to commercialization. The UW System Incentive Grant will help create and build a sustainable technology transfer engine at UW-Madison. Additionally, it will increase the viability and scope of the D2P effort and provide additional support to actively foster new companies and new jobs, and to create a better-prepared workforce.

The following presenters will provide additional information on this initiative:

- Paul DeLuca, Provost, UW-Madison
- Mark Cook, Professor, Dept. of Animal Sciences, UW-Madison

RELATED REGENT POLICIES

Not applicable.

**WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC)
PROGRAM UPDATE AND DEMONSTRATION OF INTERACTIVE MAPPING
COLLABORATION WITH UW-MADISON AND UW-WHITEWATER**

BACKGROUND

The Wisconsin Economic Development Corporation (WEDC) has established a partnership with the UW System in order to assist in identifying and coordinating linkages between the university and the state's efforts to foster targeted business and industry development, entrepreneurial growth, and job creation.

REQUESTED ACTION

Information only.

DISCUSSION

The UW System Office of Economic Development is a jointly funded resource with WEDC to expand the UW System's success rate with early-stage, high-growth, and established companies, and to identify capital availability for such efforts which will lead to jobs. The partnership with WEDC crosses many boundaries in a collaborative fashion to promote economic and business development.

WEDC executive leadership will provide an update on economic and business development projects and programs, highlight collaboration with the UW System, and demonstrate on-line business development reporting capabilities created with technical assistance from UW-Madison and UW-Whitewater.

RELATED REGENT POLICIES

Not applicable.