

9/29/2015

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

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

Thursday, October 8, 2015
9:00 a.m.-10:30 a.m.
Gordon Dining and Event Center
770 West Dayton Street, 2nd floor
Symphony Room
Madison, Wisconsin

- a. Approval of the Minutes of the September 10, 2015, Meeting of the Research, Economic Development, and Innovation Committee
- b. UW-Madison Business Outreach — TED Talks Wisconsin Style = Economic Development "Red" Talks
- c. WEDC -- Program and Leadership Update —Assistant Secretary and Chief Operating Officer Tricia Braun
- d. WiSys Quick Pitch Tournament —Executive Director Arjun Sanga
- e. Regent Scholar Award Program Preview for 2016 —Regent Tim Higgins

**UW-MADISON BUSINESS OUTREACH
TED TALKS WISCONSIN STYLE = ECONOMIC DEVELOPMENT "RED" TALKS**

BACKGROUND

The Office of Corporate Relations (OCR) at UW-Madison was created in 2003 to help foster mutually beneficial relationships between the business community and the university. OCR accomplishes this mission through three major areas of focus:

- Creating awareness within the business community, in Wisconsin and beyond, of the resources at UW-Madison that can help support their growth and success
- Responding to the needs of businesses by connecting them with the university resources and expertise that can provide value
- Communicating with campus partners to share information and opportunities, and coordinating a campus-level approach to meeting the needs of strategic corporate partners

The signature event at UW-Madison organized and hosted by OCR is the campus-wide Corporate Open House. In August, OCR hosted the third Corporate Open House. The purpose of this event is to introduce companies of all sizes to the many ways connecting with UW-Madison can help create value for their businesses. Over 140 people representing more than 100 companies from Wisconsin, Illinois, Michigan and Minnesota attended the 2015 event.

REQUESTED ACTION

Information only.

DISCUSSION

The agenda for the recent day-long Corporate Open House included overview presentations, a campus resources showcase, panel discussions featuring representatives from companies who work closely with UW, and a series of RED (Research, Education and Discovery) talks. Modeled on the popular TED talks, these short presentations highlighted several exciting areas of research at UW-Madison, all of which have important and practical real-world applications.

Susan LaBelle, Director of the Office of Corporate Relations, will provide an overview of the office, some facts about the recent open house, and will introduce two of the RED talks that were presented at the recent Corporate Open House:

- “Life without UW-Madison” Laura Heisler, PhD., Director of Programming, Wisconsin Alumni Research Foundation (WARF)
- “Fuels and Chemicals from Plant Biomass” Tim Donohue, PhD, Professor of Bacteriology and Director Great Lakes Bioenergy Research Center

Dr. Donohue will be joined by Tina Neilson, PhD., Associate Director Great Lakes Bioenergy Research Center.

There will be time after each brief talk for questions and discussion.

RELATED REGENT POLICIES

Not applicable.

**WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC)
COLLABORATIVE PROGRAM UPDATE**

BACKGROUND

The Wisconsin Economic Development Corporation (WEDC) has established a partnership with 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.

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

REQUESTED ACTION

Information only.

DISCUSSION

WEDC's Assistant Secretary and Chief Operating Officer Tricia Braun will provide an overview of the Annual Report on Economic Development and highlight key programs and outcomes of state-led economic development efforts.

RELATED REGENT POLICIES

Not applicable.

WISYS QUICK PITCH TOURNAMENT

BACKGROUND

WiSys is the designated technology transfer entity authorized by the Board of Regents of the University of Wisconsin System to advance promising research and innovation from discovery through commercialization on UW System four-year comprehensive campuses and at UW Colleges and UW-Extension. WiSys helps great ideas – born on these campuses – reach the public by connecting inventors and businesses with the resources they need.

Since 2000, WiSys has provided significant support to advance research at UW System campuses and has played a critical role in developing innovations for licensing to new and existing companies, impacting jobs. WiSys has demonstrated leadership in advancing research and technology development across Wisconsin in a cost-effective manner by building strategic partnerships with innovative start-ups, high-tech companies, clinical organizations, and UW campuses.

WiSys works with UW faculty, staff, and students to encourage disclosure of innovative technology discoveries or “invention disclosures.” In the past fiscal year, WiSys received and processed 56 new invention disclosures. Remarkably, 23 invention disclosures were from inventors disclosing to WiSys for the first time, and 12 invention disclosures were from students. To date, WiSys has ten active startups from seven comprehensive campuses in its portfolio.

REQUESTED ACTION

Information only.

DISCUSSION

Over the past two years, Executive Director Arjun Sanga and WiSys Board Chair David J. Ward have focused on expanding the reach and presence of WiSys across the UW System. New campus initiatives include the addition of WiSys student ambassadors, the expansion of the summer technology symposium, and the introduction of special events, including the WiSys Quick Pitch event. Started as a pilot project in 2015, the WiSys Quick Pitch Competition gave student innovators the opportunity to present their research in a three minute pitch for a chance to win a cash prize as well as a presentation slot in the Up-and-Coming Innovators session at the 8th Annual Wisconsin Science & Technology Symposium. The student winner of this initial Quick Pitch event, Drake Bortolameolli, a Senior in Geography at UW-Eau Claire, will provide REDI with his winning pitch and his perspective on this new WiSys program.

RELATED REGENT AND UW SYSTEM POLICIES

No applicable Regent Policy Documents.

REGENT SCHOLAR AWARD PROGRAM PREVIEW — 2016

BACKGROUND

Last year, the REDI Committee endorsed the newly-developed Regent Scholar program to recognize faculty excellence in the areas of collaborative research initiatives, industry partnerships, entrepreneurialism, and innovation. In February 2015, five Regent Scholars were selected from applicants from across the UW System. The program will continue in 2016, with three faculty/student awards of up to \$50,000 each.

Through a competitive process, Regent Scholar Grants will be available for faculty to explore entrepreneurial ideas and innovative projects with undergraduate students and other collaborative partners. The goal is to expand the boundaries of knowledge, enhance research, stimulate new technologies, inspire start-up activity, fuel product development, better prepare the future workforce, and create or retain jobs in Wisconsin.

REQUESTED ACTION

Information only.

DISCUSSION

Regent Tim Higgins will outline the Regent Scholar grant program details for 2016. These grants are offered to faculty to help recognize and reward their work with undergraduate students and other collaborative partners whose activities focus on developing entrepreneurial ideas and innovative project outcomes, with the following goals in mind:

- To provide summer funding support for faculty to engage in research and other scholarly activities;
- To promote stellar research experiences for undergraduate students, thus preparing a high-quality workforce, ultimately driving economic development; and
- To recognize research and scholarly activity (URSCA) at the UW System Board of Regents level.

For the 2015-2016 application, the application deadline will be November 15. The selection committee will make final award decisions no later than January 1.

Grants will be awarded competitively based on recommendations by a selection committee made up of both public and private sector experts. One of the members will be a Regent or Regent Emeritus; two members will be employees of UW System Administration and/or UW institutions; and three non-UW System members will be from Wisconsin businesses and organizations experienced with economic development, workforce development, STEM, and arts

and humanities education.

UW System Administration will consult with WEDC and the legislature to help determine selection committee members who reflect diverse economic and workforce needs.

The UW System Board of Regents will formally recognize faculty and students involved in the project as “Regent Scholars.” Regent Scholars will be encouraged to disseminate the results of their work in other local, national, and international venues.

RELATED REGENT POLICIES

Not Applicable.