



University of Wisconsin–Madison



Accessing UW-Madison: Roadmap for Industry

Cynthia Sweet, *UW-Madison Office of Corporate Relations*

William Barker, *UW-Madison Office of Industrial Partnerships*

Stephanie Whitehorse, *Wisconsin Alumni Research Foundation*



OFFICE OF

Corporate Relations

UNIVERSITY OF WISCONSIN-MADISON

Established in 2003, the Office of Corporate Relations at the University of Wisconsin-Madison serves as the front door to university resources for business and industry.



Strategic Priorities

- ***Create awareness*** of the resources at UW-Madison for the business community
- ***Facilitate connections*** between companies/organizations/entrepreneurs and the university
- ***Communicate and coordinate*** with campus partners serving business and industry



Resources for Business

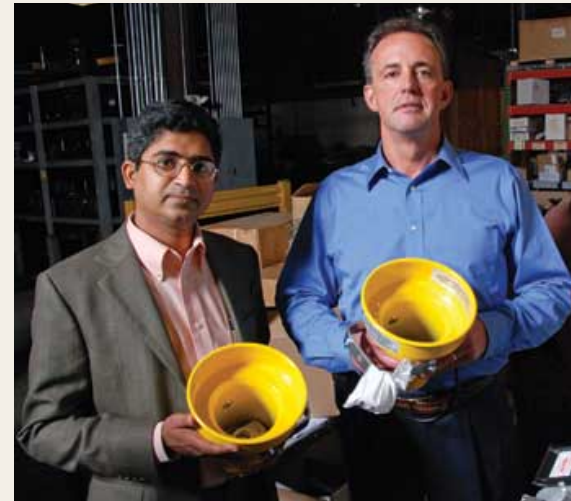
- Access to students and graduates
- Continuing education and professional development
- Assistance from faculty and staff experts
- Cutting-edge technology
- Information about global markets and foreign language training
- Guidance and support for entrepreneurs and new businesses





Assistance from Faculty and Staff

- Briefings and presentations
- Consulting
- Company-sponsored research
- Access to more than 200 research centers, institutes and consortia, e.g.,
 - Family Business Center
 - Center for Quick Response Manufacturing
 - UW E-Business Consortium



Continuing Education and Professional Development Programs

- Business/Executive Education
- Engineering/Technology
- Farm/Agriculture
- Health Care/Medical
- Education/Teaching
- Lifelong and General Learning



Student Recruitment: Interns, Graduates and Alumni



- About 9,000 graduates annually
- Broad range of academic programs
- 3,000+ internship postings
- 10 comprehensive career service centers
- Wisconsin Alumni Association
- One Stop Portal: Badger Careers





Help for Entrepreneurs and New Businesses

- Small Business Development Center
- Hybrid Zone X (in WID)
 - Law and Entrepreneurship Clinic
 - Business and Financial Mentoring
 - Pre-Incubator Program
- University Research Park
 - MG&E Innovation Center
 - Accelerator
 - Metro Innovation Center

Information About Global Markets/ Foreign Language Training



- 8 National Resource Centers
- Capacity to teach 65 languages
- Center for International Business Education and Research
- Over 200 Study Abroad Programs
- China Initiative - Shanghai Innovation Office
- Brazil Initiative
- India Initiative
- International Internships
- Visiting International Scholars Programs



Elements of a Successful Campus Relationship

- Identify key single point of contact from each side
- Regular contact between company and campus
- Work in partnership to identify short and long-term goals
- Open dialogue

Contact Information

Cynthia Sweet

Senior University Business Liaison

UW-Madison Office of Corporate Relations

455 Science Drive, Suite 230

Madison, WI 53711

(608) 262-7840

csweet@ocr.wisc.edu





Office of Industrial Partnerships

William (Bill) Barker, Director

barker@grad.wisc.edu

205 Bascom Hall

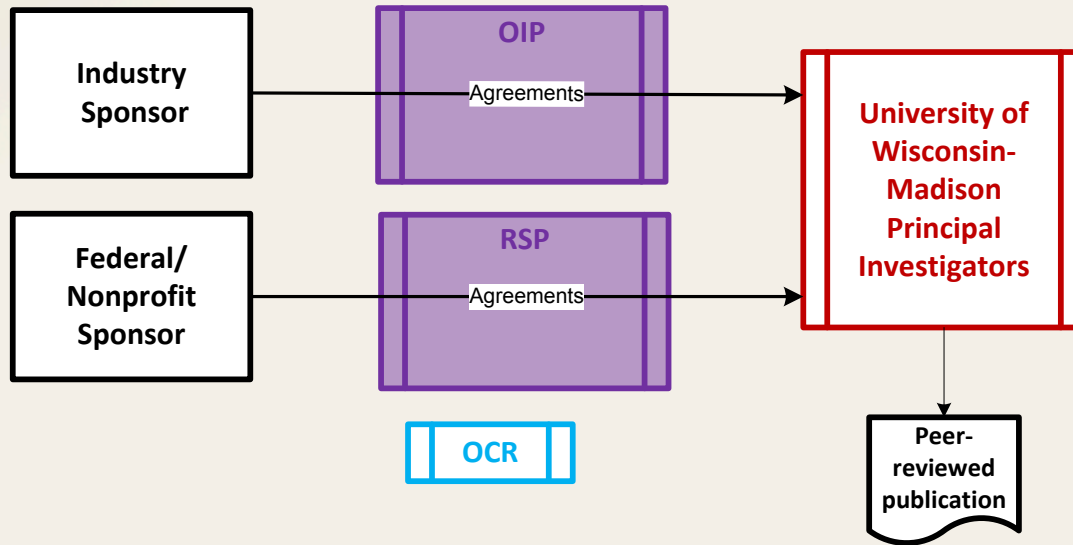
500 Lincoln Avenue

Madison, WI 53706

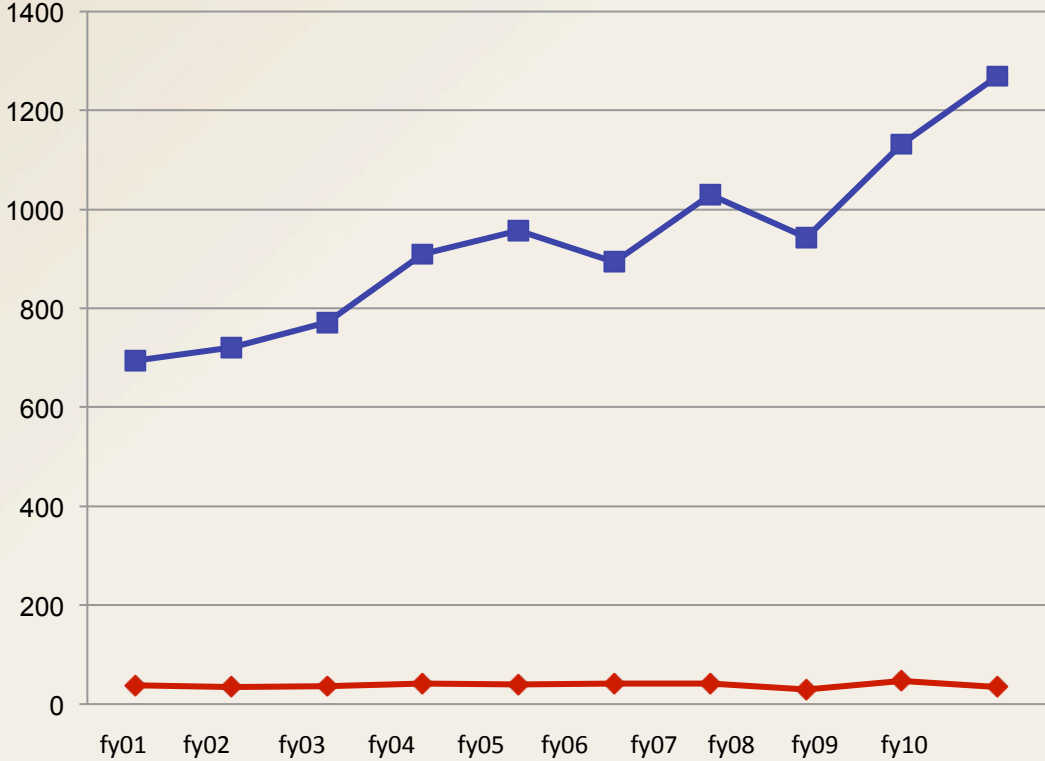
www.grad.wisc.edu/oip

oip@grad.wisc.edu

Our Basic Mission



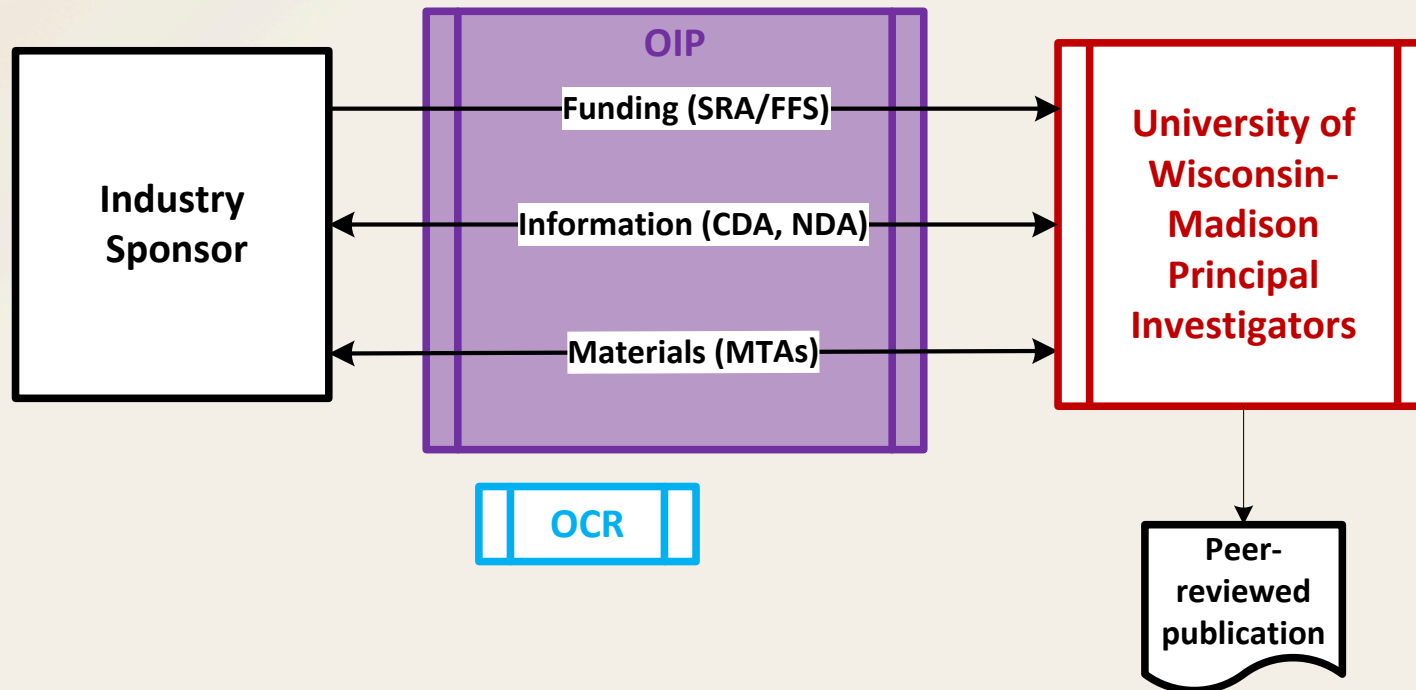
Research Funding Award Trends



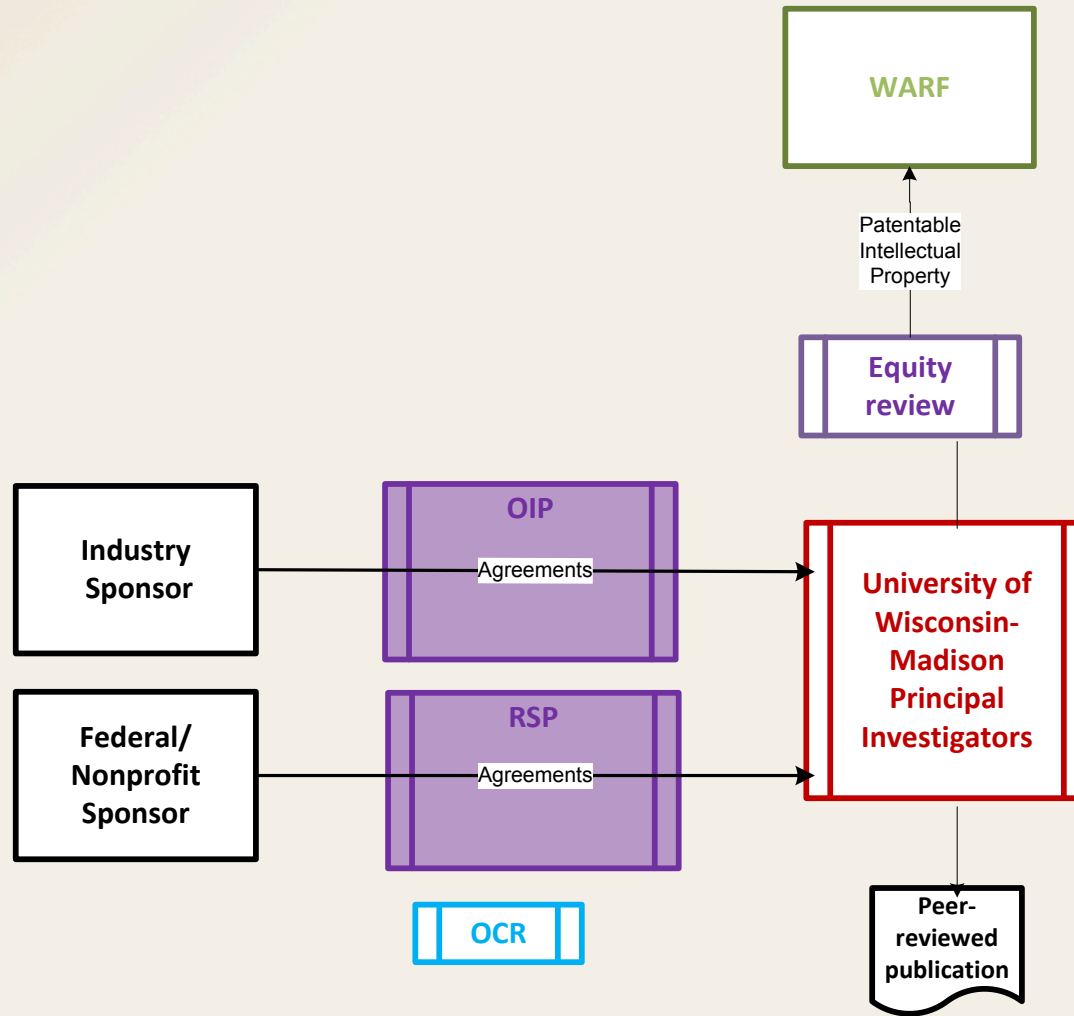
Total Awards
(in millions)

Industry Awards
(in millions)

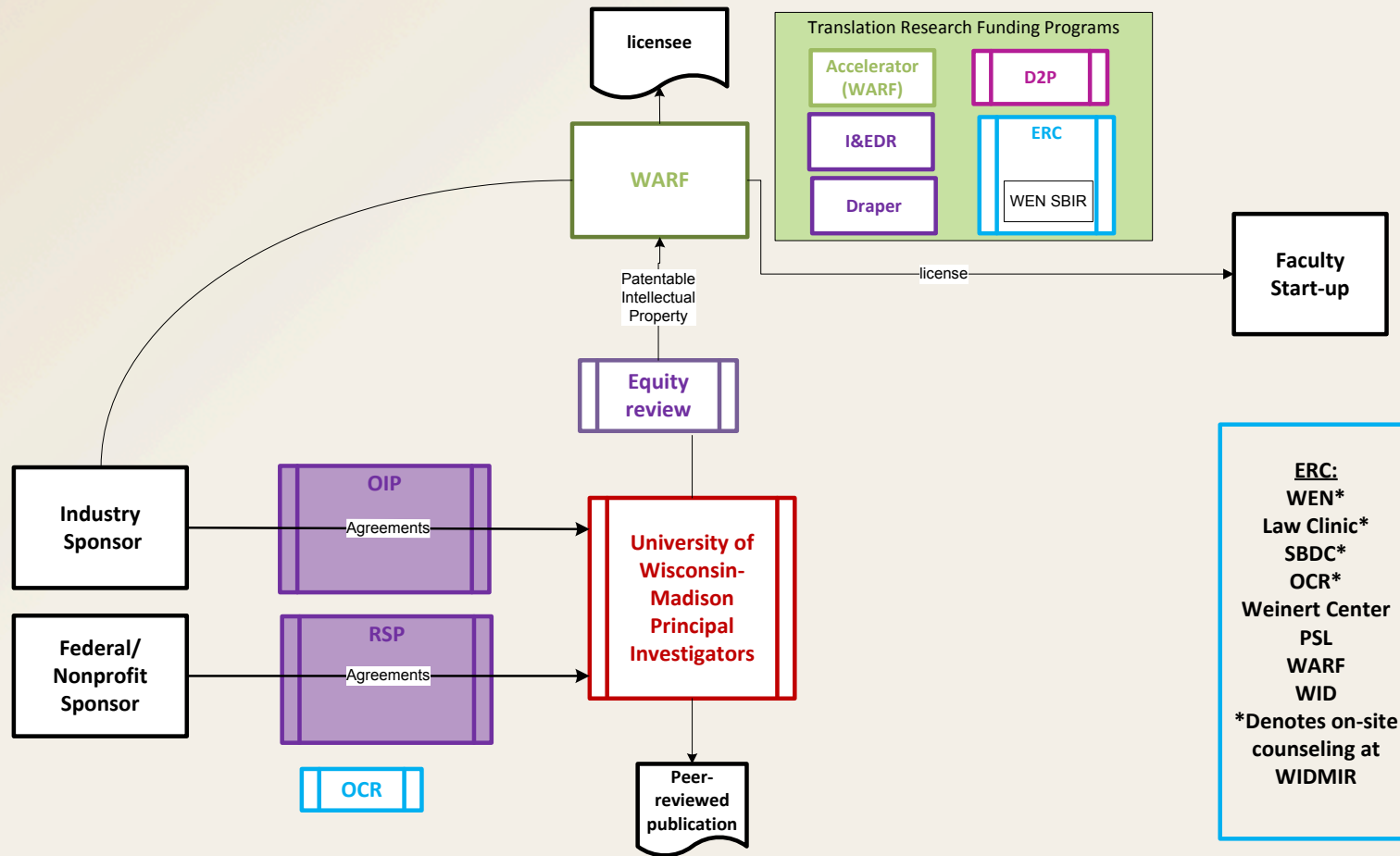
A Focus on University-Industrial Interactions



Our Partnership with WARF



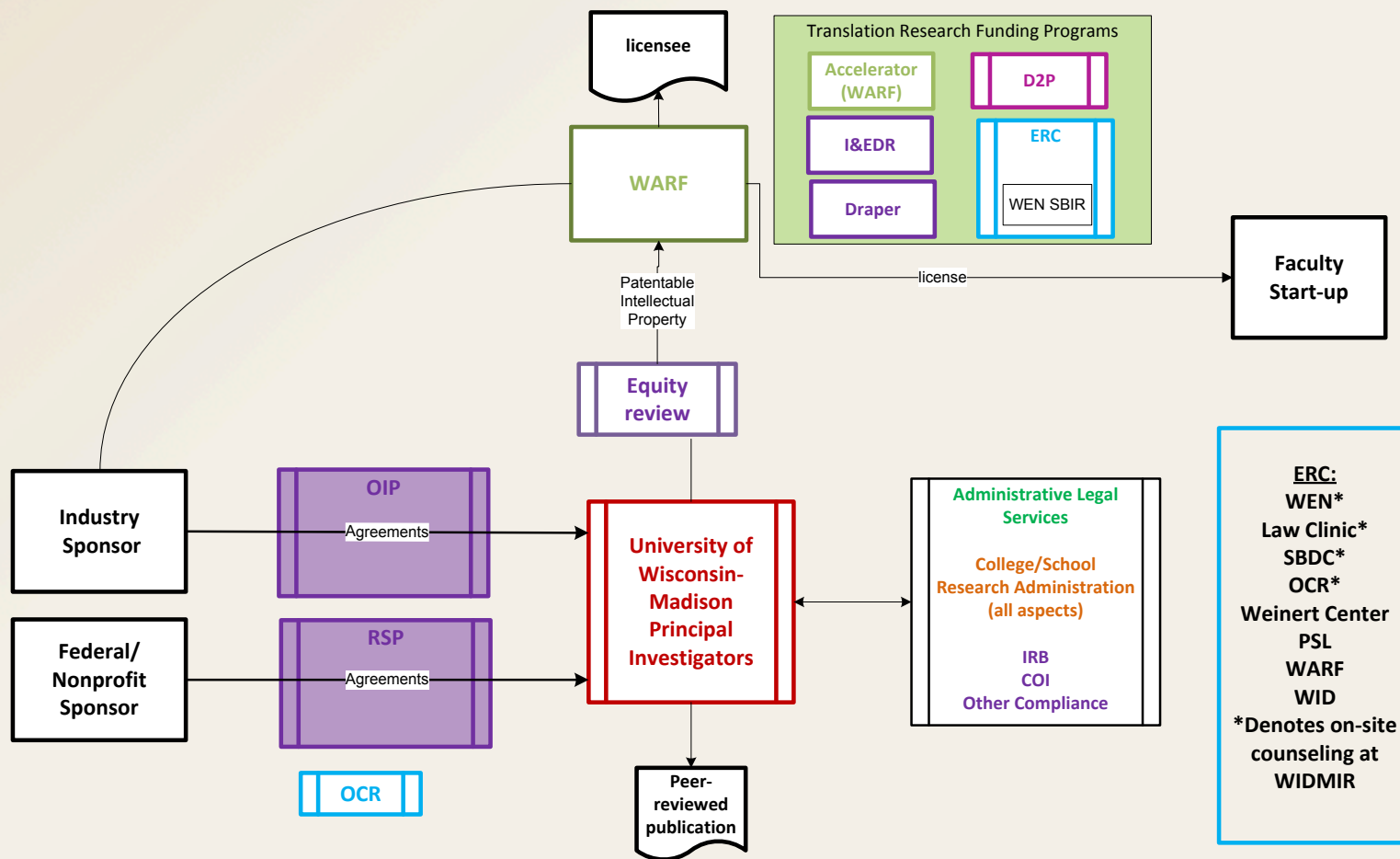
Support for Entrepreneurship



- O Graduate School
- O Chancellor's Office
- O Provost's Office
- O College/School Deans' Offices
- O Administrative Legal Services

Note: College/School Deans' Offices and Administrative Legal Services interface at any point.

The "Innovation Ecosystem" of UW-Madison



- ERC:**
 WEN*
 Law Clinic*
 SBDC*
 OCR*
 Weinert Center
 PSL
 WARF
 WID
 *Denotes on-site counseling at WIDMIR

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More Information



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barker@grad.wisc.edu

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Madison, WI 53706

www.grad.wisc.edu/oip

oip@grad.wisc.edu

WARF Overview



- Established in 1925

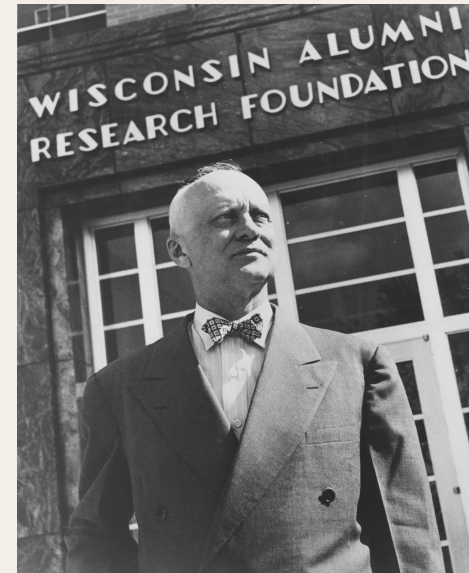
- Dr. Harry Steenbock, UW-Madison Biochemistry Professor
- Board of Regents did not want to be involved in commercialization efforts

- Technology Transfer Office

- Patenting
- Licensing
- Incubation
- Investments

- Tax Exempt, Not-For-Profit Entity

- First organization of its kind
- Official designated patent management office for UW-Madison and MIR





WARF Overview

Mission: promote, encourage and aid scientific investigation and research at the University of Wisconsin–Madison

Purpose: help steward the cycle of research, discovery and innovation for the University

Vision: to provide the margin of excellence the University of Wisconsin–Madison needs to fulfill its role as a 21st century leader in research, discovery and innovation

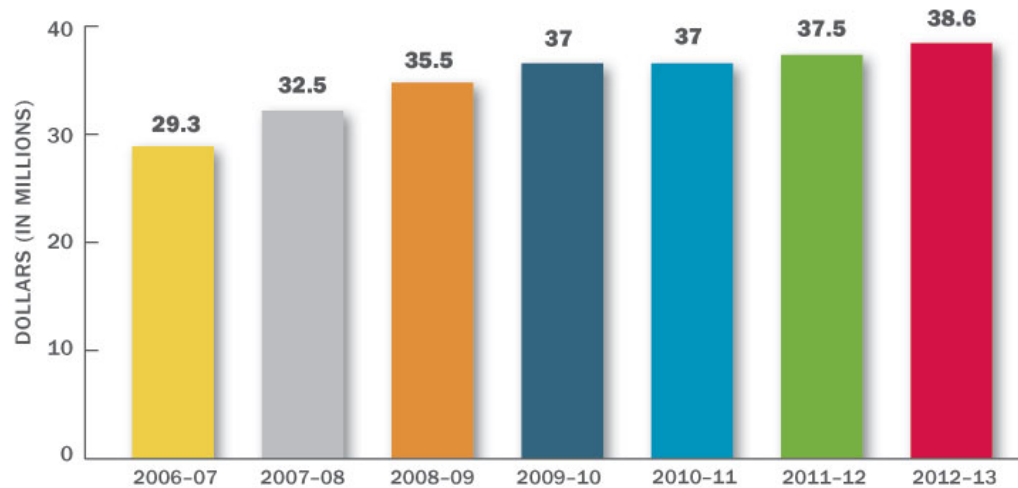




WARF's Annual Gift

A Commitment to Excellence 2007-2013

Through its base grant, fellowships and endowment for excellence grant, WARF's support for UW-Madison remains strong. The totals below exclude lab and department share totals, which are determined by annual licensing revenues and typically fluctuate from year to year.



- Overall, WARF has given over \$1.2 billion to UW-Madison since its founding
- Research projects, named professorships, graduate fellowships, faculty retention, research facility construction



Patenting & Licensing Portfolio

Receive > 350 disclosures annually

Manage 800 pending and 1500 issued U.S. patents, as well as more than 2,000 foreign equivalents

Sign 50+ revenue generating licenses annually

Maintain 500 active commercial license agreements, with over \$1 Billion of products sold each year under license from WARF

Returned \$80 million in 2011 and over \$1 billion since WARF's founding to UW-Madison to fund research, programs, and initiatives

Hold equity in 40 UW-Madison spin-off companies

More Information

www.warf.org

Stephanie Whitehorse
stephanie@warf.org

