UNC Innovation Development and Transfer Initiative

Team Meeting #3

April 14, 2010
9:00am-12:00pm
Innovation Development and Transfer Initiative

The purpose of the initiative is to **make UNC the “go to” place to partner with innovative minds** by

- creating supportive campus cultures that reward and incentivize translational efforts;
- valuing partnerships and consider them with strategy and holistic thinking;
- doing “tech transfer” differently, in terms of practices that move innovations forward and out quickly while valuing individuals and partners involved.
Agenda

- Progress Updates
  - Analyzing Strengths/ Strategic Information (Recs 1 & 2)
    - Campus expertise
    - REACH-NC and other tools
  - Incentives and Support (Recs 3 & 4)
  - New Models / Legal (Recs 5 & 6)
    - Pilot Campus Updates
    - UNC ACTION
- Recap actions/priorities for next 3 months
Excel in Strategic Research Areas (Recs. 1 & 2)

- Analyze strengths. Seek to strategically combine UNC strengths.

  - Why?
    - To help campuses realize visible and attributable progress, gain competitiveness
    - To enhance and target industry partnerships
    - To enhance and target UNC collaborations
    - To contribute to larger vision for statewide innovation impact through UNC
Excel in Strategic Research Areas (Recs. 1 & 2)

- How are you using this information on your campus?
Excel in Strategic Research Areas (Recs. 1 & 2)

- **REACH-NC**
  (Research, Engagement And Capabilities Hub)
  - [http://vis.renci.org/impactviz/](http://vis.renci.org/impactviz/)

- **NCSU/IBM Business Analytics tools**

- **Patent portfolio optimization project with IBM**
Support Innovative Individuals (Recs. 3 & 4)

• Mentoring strategies for faculty and students. Changes in RPT.

  ▫ Why?
    • To build campus cultures for innovation
    • To ensure reward and recognition is possible
    • To show national leadership in broadening tenure
Model Inspired, Efficient Innovation Development and Transfer Processes (Recs. 5 & 6)

- Marketing-focused and relationship-based. Simple and fast negotiations.

  Why?
  - One-time transactions, protective stances, and complex negotiations leave value (and blood) on the table for everyone
  - Higher-payoff, partnership-centric models will optimize both our impacts and returns
Pilot Campus Updates

Coming July 27, 2010: What we did, how we did it, and how you could do it, too.
Innovate
Collaborate
Accelerate

UNCG’s Vision for Innovation and Technology Development

Pilot Campus Report
for
April 14, 2010 Meeting
Initial Steps

- Form Implementation Team (I-Team)
- Chancellor & Chief Research Officer act as I-Team Co-Chairs
- 13 Member I-Team
- Review “ICA Report” and Volunteer to be Pilot Campus
- Address each “Recommendation” in the ICA Report to Set Plan of Action
I. Excel in Strategic Areas of Focus

Recommendation 1. Conduct competitive analyses to identify unique strengths in research and intellectual property at each UNC institution

Action Taken: Developed list of Strategic Focus Areas ("SFA")
* Nano-enabled Research
* Personalized Health
* Creative and Performing Arts
* Continuous Improvement of Opportunities for All Learners
* Entrepreneurship Education

Next Steps:
* Ascertain “buy-in” and participation from each “constituent” while enhancing the list of SFA
* Create process to monitor and measure SFA activity
I. Excel in Strategic Areas of Focus

**Recommendation 2.** Identify, articulate, and seek to combine each UNC institution’s strengths and mission-appropriate role in technology development within an overall University strategy.

**Actions:** I-Team reviewed present research strengths, level of expertise, and capacities to establish “pressure points” for monitoring the “pulse” of activities in the SFA’s
I. Excel in Strategic Areas of Focus

**Next Steps:** The I-Team will seek matches on the “SFA List” with points raised in the “UNCG Tomorrow” plan (i.e. UNCG Strategic Plan 2009-2014)

* create synergies
* economies-of-scale
* successes focusing on development and commercialization of UNCG based innovation through partnerships with industry & public sectors
* concentrate on making UNCG the “partner of choice” with all “clients”

The I-Team will petition UNCG to include the process of gathering appropriate data and monitoring the metrics of the list of SFA and subsequent activity in these areas in its “implementation plan” for the “UNCG Tomorrow” plan.
II. Support Innovative Individuals

**Recommendation 3:** Evaluate and enhance support of entrepreneurial faculty, staff, and students and form comprehensive mentoring strategies within and among campuses.

**Action:** I-Team reviewed all activities supporting entrepreneurial activities for faculty, staff, and students.

**Next Steps:** I-Team will recommend that UNCG identify and measure entrepreneurial activities

* those generated on-campus
* plan will be created and implemented to provide support for all entrepreneurial faculty, staff and students
* furtherance of the efforts first started through the BELL program
* North Carolina Entrepreneurship Center activities and resources.
* form a plan for recommending a continuance and expansion of the entrepreneurship curriculum at UNCG.
II. Support Innovative Individuals

**Recommendation 4:** Launch and execute a comprehensive effort to recognize entrepreneurship and technology development in department-and campus-level reappointment, promotion, and tenure (RPT) policies and through other reward and incentive programs for faculty, staff and students.

**Action:** UNCG has approved an RPT Policy that has taken into account faculty outreach activities, including certain types of entrepreneurship, as scholarship.

**Next Steps:** I-Team will devise means to monitor and measure the resultant of this policy change. They will try to identify means to ascertain the impact of the new policy.
III. Model Inspired, Efficient Technology Development Processes

**Recommendation 5:** Pilot new marketing-focused and relationship-based staffing models for technology development.

**Action:** I-Team studied steps being taken at UNCG in organizing the new Office of Economic Development. This office includes the Office of Technology Transfer, the SBTDC Liaison and the NC Entrepreneurial Center. Each has established strong ties with each other and support each other’s efforts through the appropriate referrals and assistance whenever needed. These operations are intent upon sustaining and enhancing their existing relationships with:

- Legal department,
- Business development offices,
- Offices of Sponsored Programs and
- Contracts and Grants.
Next Steps: The I-Team will work to identify any additional changes in roles, policies, or procedures needed to take place to align UNCG’s vision with the vision of the ICA initiatives, making UNCG a “partner of choice” with all “clients”. This step includes the determination of necessary resources for implementation of the plan.

This “ecosystem model” with the appropriate linkages in place, will establish a knowledgeable and coordinated network across UNCG’s campus.
Goal

- Stimulate, direct and achieve commercialization opportunities at UNC campuses, particularly those lacking internal capacity

Features

- Campus visits to build relationships and culture
- Process to “adopt” innovations within UNC and see them through to positive outcomes
- Engagement of key external stakeholder network
UNC ACTION: Accelerating Commercialization and Transfer - Innovation Opportunity Network

ACT

Ideation Session

ACT

Impact Potential

License Potential

Start-up Potential

Back to Campus/Inventor

Back to TTO

UNC Opportunity Council

ACT
LOOK AHEAD AT
July 27, 2010
Meeting #4
9am-12pm
Focus Areas for Meeting #4 - 7/27/2010

• Pilot campus final reports and recommendations for roll-out
• Focus on metrics
• Inventory of progress made systemwide
• Phase II Implementation
  ▫ Transferring the best ideas from Phase I
  ▫ Implementing UNC ACTION
  ▫ Focus on student innovators and innovation in the curriculum
RECAP ACTION ITEMS
Action Items

• All Campuses
  ▫ Solidify and submit feedback/recommendations on metrics by July 16, 2010
  ▫ Continue to monitor baseline level of recognition in department-level RPT
  ▫ Enact lessons learned from roadmap and/or inventory of programs/efforts to support innovators

• Pilot Campuses
  ▫ Keep moving on initiatives/goals
  ▫ Plan a June 2010 follow-up workday (JUNE 18 or 25)

• GA Team
  ▫ Continue developing tools/strategies on statewide areas of focus and expertise
  ▫ Organize department “look-ins” on incentivizing innovation and entrepreneurship
  ▫ Legal efforts on conflict of interest, start-up resources, IP policy review and revision, and achieving systemwide consistency in agreement language etc.
  ▫ Begin draft of final report for Phase I implementation
III. Model Inspired, Efficient Technology Development Processes

**Recommendation 6:** Create and disseminate UNC technology commercialization legal guidance documents and other aids to form a toolbox of resources to aid faculty, staff and partners in making negotiations simpler and faster. Pilot new marketing-focused and relationship-based staffing models for technology development.

**Action:** I-Team has worked with legal counsel to establish list of policies and documents to be reviewed in the spirit of this initiative.
III. Model Inspired, Efficient Technology Development Processes

Next Steps: The I-Team will review the documentation provided by GA legal under this recommendation and determine how these approaches may affect UNCG policy and/or potential changes to policy, with the objective to make dealing with UNCG simpler and faster from the perspective of external partners and potential commercialization entities.

The I-Team will make recommendations for actions to be taken to shorten the timeframe for completing the documents needed to define the terms and conditions of relationships with external clients.

Furthermore, the I-Team will provide a reference source for policy changes that will facilitate commercial success for UNCG innovation.
There is Still Lots of Work to Do!!!

- I-Team divide into smaller groups to handle the “next steps” for each recommendation
- I-Team activity to increase throughout the next 6 months
- Target end-of-July for plan approval
- Begin full implementation of plan prior to October 1
- On-going review, modification, and monitoring progress