## CENTER FOR NEW VENTURES/ OFFICE OF SPONSORED PROGRAMS

# Immovation Center





### CHANGE









### Who are these people—and their story?

Manoj Bhargava Buddhist Monk

Sara Blakely Door-to-door Saleswoman

Kevin Plank College football player

Barb Ericson Winter Olympic star







UNDER ARMOUR<sup>®</sup>





### **The Next Generation**

Heather Hilleren: Local Dirt- Madison Neil Peters-Michaud: Cascade Asset Management-Madison Heidi Allstop: Spill, Inc., Tech Star Accelerator-Madison Justin Beck: PerBlue/Parallel Kingdom, **Obama-** Madison Thomas Aronson: Droptine- Platteville Clare Wiesbrook: Lacey's Lathers- Platteville



#### **Student Realities**

- The job market is a very different place today
- Today's average graduate will have worked for 15 different companies by the age of 35
- Applied education/experiential learning is how more and more kids learn ( i.e. you did not learn to ride a bike by reading a book)
- Starting something is not only cool but possible (Z effect)
- Internet has lowered the barriers for entrepreneurs
- Teaching Entrepreneurship: PACCE, Elevator Pitch, Launch Lab, Business Plan, Invention Class Proposal, Minor



#### **Economic Reality:**

"The United States needs to create 25 million full-time jobs by the year 2020 to return the national unemployment rate to pre-2008 recession levels. Given that **all net new U.S. job** growth since 1990 has come from firms fewer than five years old, the only way America can generate the necessary number of jobs is by focusing its national strategy on supporting young, high growth firms."

Source: http://www.jumpstartamerica.org/en/about-us.aspx



#### **Platteville Realities (Building from our Assets)**

- Great Applied Research Core Competencies and 360 degree education. Remove Silos. Faculty, Student and Entrepreneur driven innovation
- Core to the Global Economy Future—Manufacturing (EMS, Ind. Tech), Food (Ag), Crime (CJ), Business
- COEs (Ag/Earth Science, Nano, CJ, STEM, Plastics)
- 9 Student Entreps in Launch Lab—some making money
- 4x Innovations, Delta Three, Avista, Others



### THE GATEWAY

### **The Innovation Center**

is a missing link (physical space—economic development infrastructure) needed to foster innovation, creativity, and entrepreneurship

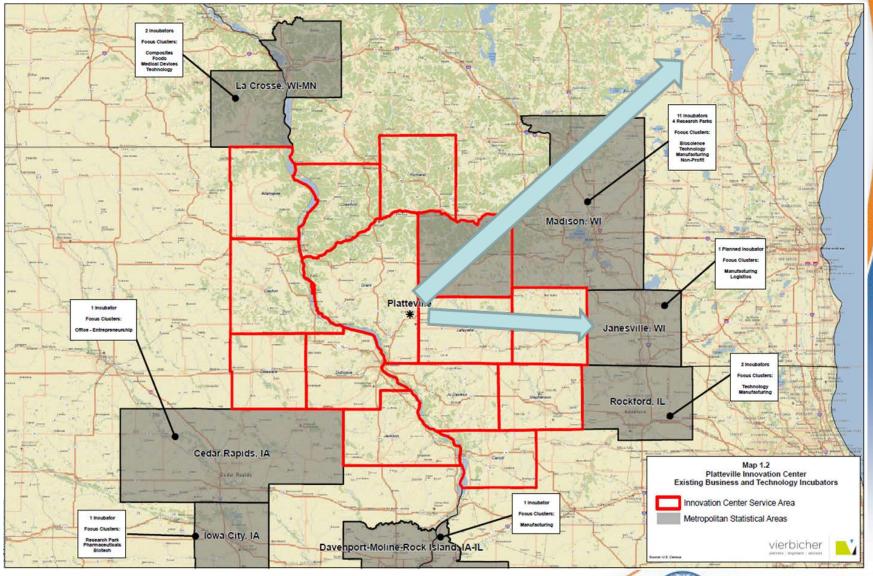
### **The Innovation Center**

brings our community to business and businesses

to our community and campus



### **INNOVATION CENTER SERVICE AREA**



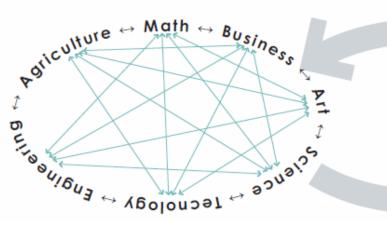
UNIVERSITY OF WISCONSIN

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GDDC sees the benefit of IC to fill a void

## WHAT IS AN INNOVATION CENTER?

- Facilitates the expression of new ideas, products, services or technologies through coaching.
- A cross-discipline (remove silos) service hub to support the applied uses of university research and creative activity.



Creative Stimulating Interactive collaborative Peer-Learning Resource-Heavy Inter-Disciplinary Mentoring FUN High-Touch

Goal – the formation of new enterprises, the commercialization of new products & technology, the learning of new skills and development of the regional economy



## WHAT IS THE GAP THE IC FILLS?

The trouble is that *doing step* 

How do you accomplish that if you don't have the tools: Resources? Programming? Money? People?

What about the knowledge??

Internet is a great equalizer of sharing, but not of doing and often not of learning!



## WHAT IS AN INNOVATION CENTER?



#### **Collaborative Work**



**Equipment Sharing** 



#### Flexible Learning



Idea Generation





**Community Resource** 

Creative Doing



### INNOVATION CENTER-THE PHYSICAL SPACE

- 30,000 SF Office/Flex Space with Anchor Tenant
- High Bay Ceilings, Student/Business Incubator
- Production Space with Equipment
- Lab Space and Wet Labs
- Common areas, Creative Spaces, Conf. Rooms
- Management Offices with Shared Services
- Artist Displays
- Loading Docks and Elevators
- Long term goal to develop a research park.

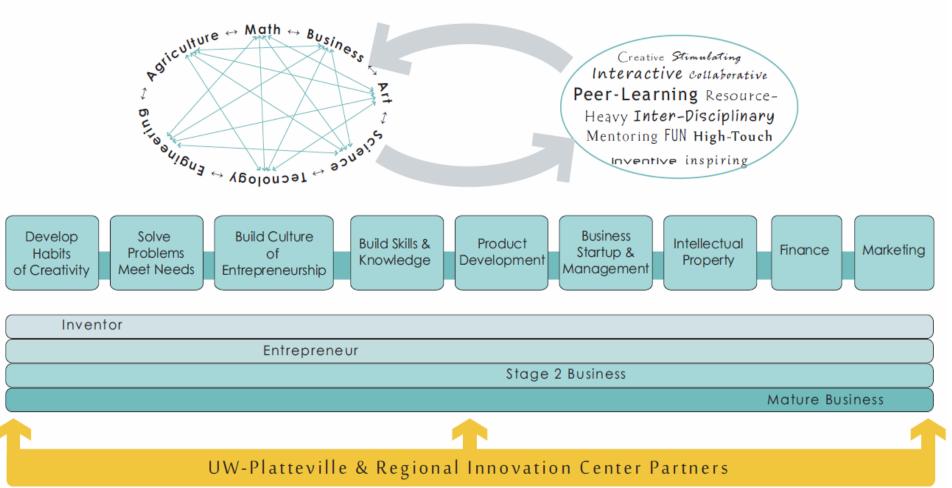


### INNOVATION CENTER-STRONGEST MARKETS

- **Industry-sector** focused on <u>manufacturing</u>, <u>technology</u> & supporting programs in research and creative activities.
- Specifically, APPLIED RESEARCH opportunities in renewable energy, (bio)plastics, information technology, medical devices, consumer goods, software development, agriculture, and advanced training around key UW-Platteville resources.
- NOT BASIC/FOUNDATIONAL RESEARCH.
- Applied Research: Products with 12-month timeline to market



Innovation Center						
Users can enter system at any point						
Tenant	Member	Public	Education	UW Platteville Creative Activities		
Rent Space			Teachers   K-Grad. School Students   High School Clubs			
Use Equipment   Access Resources			Student Entrepreneurs			
Business Startup   Network/Interact   Certification   Inventor + Entrepreneur Club			Faculty Projects, Centers of Excellence, Student Employment			
Attend Classes/Workshops						
Continuing Education						



#### **Regional Innovation Network**

Education	UNIVERSITY OF WISCONSIN-PLATTEVILLE Southwest Technical College UW- Richland Center Blackhawk Tech. Platteville STEAM Charter School Highland Community College				
Workforce Development	Workforce Development Board of Southwestern Wisconsin Workforce Development Board of Northeastern Iowa Workforce Development Board of Northwestern Illinois				
Extension	UW Extension Iowa Extension Illinois Extension SBDC WI SBDC IL SBDC IA				
Economic Development	Iowa County EDC Lafayette County EDC Richland County EDCCrawford County EDC Green County EDCGreater Dubuque Dev. Corp Chambers of Commerce Tri-County ED AllianceSWRPC PAIDC VEDABlackhawk Hills RC&D Prosperity SW				
Business Incubators	Kitchen Incubators: Mineral Point, Prairie Du Chien, Gays Mills Platteville Incubator Benton Incubator SW Tech Incubator Eiger Labs Rockford Bioventures Center (Coralville, IA) New Ventures Center (Quad Cities, IA) U of N Iowa Incubator (Cedar Falls, IA)				
Support Services	Finance/Investors Accounting Legal Suppliers Consultants Government (WEDC, DATCP, etc.) Southwest Regional Planning				
Tenant referrals outside Innovation Center Regional referrals to Innovation Center	INNOVATION CENTER				

## INNOVATION CENTER-COMMUNITY & ECONOMIC IMPACTS

### **Project could:**

- Create jobs in the region by creating new companies, new products and attracting synergistic new businesses
- Increase tax base, wages, business services activity (legal, accounting, insurance, UPS Store) and retail sales.
- Create new tenants in industrial parks and other commercial sites through spin-offs
- Accelerate new O/O Residents, new home construction, home remodeling, and trailing spouse employment.
- Pay for investment through Taxes.

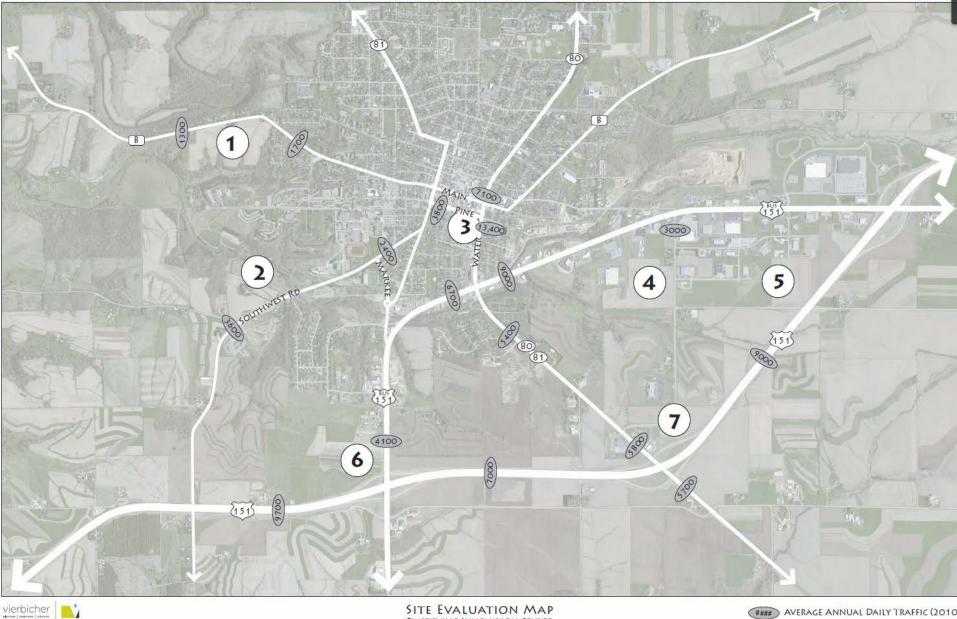


### **INNOVATION CENTER-COMMUNITY & ECONOMIC IMPACTS**

#### **Project could:**

- Create a "University Center" for Tri State Region (desert)
- Conduct modern economic development in the region and stay relevant.
- Create a region that's focused on innovation and entrepreneurship.
- Encourage growth and development of more vibrant Main Street in Platteville and surrounding area.
- Retain local students (keep the best and brightest). Boomerang--Opps for kids and grandkids.





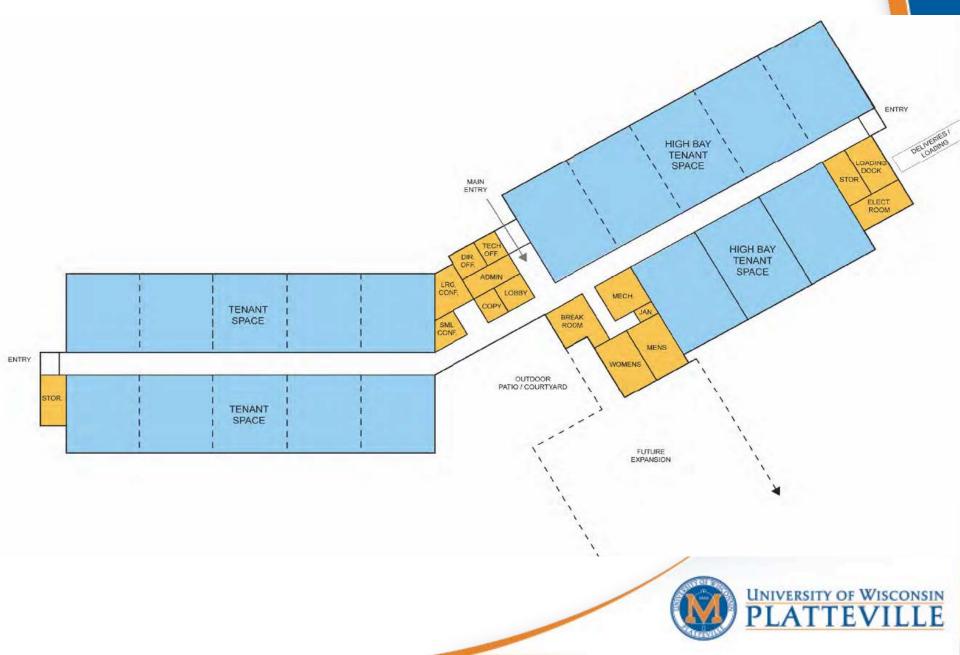
SITE EVALUATION MAP PLATTEVILLE INNOVATION CENTER

(####) AVERAGE ANNUAL DAILY TRAFFIC (2010)





### **GREENFIELD TYPICAL LAYOUT**



### **CBD TYPICAL LAYOUT**











### WHITEWATER INNOVATION CENTER

40,000 SF Greenfield \$11 MM Total Project Cost \$4.6 MM EDA Grant \$6.4 MM Local Match City TIF Finance & GO Bonds City CDA Grant and Rev Bonds Creating Higher-Skill, Higher-Wage Job Opportunities in four Community

Barack Obama President of the United States of America

#### WHITEWATER INNOVATION CENTER



Owner: City of Whitewater Construction Manager: J.P. Cullen & Sons, Inc. Architect: Eppstein Uhen Architects HVAC Contractor: North American Mechanical, Inc. Fire Protection Contractor: Freedom Fire Protection, L.C. Plumbing Contractor: DeGarmo Plumbing, Inc. Electrical Contractor: Rewald Electric Company

### **WORKING SOURCES/USE**

Sources and Uses Table		EDA	\$3,500,000
			<i><i><i>qcjccjccjccc</i></i></i>
Project Management	135,000	WEDC	\$1,000,000
Site, A/E, Permits, Fees, Site		Capital	
Prep and Construction, FFE	8,177,500	Campaign	\$1,412,500
Organizational Structure,			/
Programming, Grant Writing	100,000	City	\$2,500,000
	8,412,500		\$8,412,500





### INNOVATION CENTER-NEXT STEPS

- Public Support / EDO Support
- Site Selection
- Campus-wide involvement
- City/State/Region Partnerships
- Secure Funding Partnerships
- Target and Secure Synergistic Tenants
- Design and Construction
- Branding and Marketing
- Staffing and Programming





### "Change is debilitating when it done to us, but it is exhilarating when it is done by us."

World Class (Thriving Locally in the Global Economy) written by Rosabeth Moss Kanter



UNIVERSITY OF WISCONSIN PLATTEVILLE

## **SPEAKER CONTACT INFORMATION**

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