CENTER FOR NEW VENTURES/ OFFICE OF SPONSORED PROGRAMS

Innovation Center
CHANGE
Popular Names—Same Story

Mark Zuckerberg

Bill Gates

Steve Jobs

Michael Dell

Ty Warner

Jack Taylor
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
ENTREPRENEURSHIP

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.”

ENTREPRENEURSHIP

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 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.
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.

**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

UNIVERSITY OF WISCONSIN
PLATTEVILLE
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 manufacturing, technology & 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**

<table>
<thead>
<tr>
<th>Tenant</th>
<th>Member</th>
<th>Public</th>
<th>Education</th>
<th>UW Platteville Creative Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent Space</td>
<td>Use Equipment</td>
<td>Access Resources</td>
<td>Business Startup</td>
<td>Network/Interact</td>
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<tr>
<td>Attend Classes/Workshops</td>
<td>Continuing Education</td>
<td>Teachers</td>
<td>K-Grad. School Students</td>
<td>High School Clubs</td>
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<tr>
<td>Faculty Projects, Centers of Excellence, Student Employment</td>
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</tr>
</tbody>
</table>

![Diagram showing interconnected fields such as Agriculture, Math, Business, Art, Engineering, Science, Technology, and more.](image)

- Interactive collaborative
- Peer-Learning
- Heavy Inter-Disciplinary
- Mentoring
- FUN
- High-Touch
- Inventive
- Inspiring

- Develop Habits of Creativity
- Solve Problems Meet Needs
- Build Culture of Entrepreneurship
- Build Skills & Knowledge
- Product Development
- Business Startup & Management
- Intellectual Property
- Finance
- Marketing

**Inventor**

**Entrepreneur**

**Stage 2 Business**

**Mature Business**

- UW-Platteville & Regional Innovation Center Partners

![Diagram showing the stages of business development](image)
## Regional Innovation Network

### Education
- Southwest Technical College
- UW Rock County
- Highland Community College
- Platteville STEAM Charter School
- NE Iowa Community College
- UW- Richland Center
- Blackhawk Tech.

### 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
- Crawford County EDC
- Greater Dubuque Dev. Corp
- SWRPC
- PAIDC
- Blackhawk Hills RC&D
- Lafayette County EDC
- Green County EDC
- Chambers of Commerce
- PAIDC
- Prosperity SW
- Richland County EDC
- Grant County EDC
- Tri-County ED Alliance
- VEDA

### Business Incubators
- Platteville Incubator
- Benton Incubator
- New Ventures Center (Quad Cities, IA)
- U of N Iowa Incubator (Cedar Falls, IA)
- Bioventures Center (Coralville, IA)
- SW Tech Incubator
- Eiger Labs Rockford
- Kitchen Incubators: Mineral Point, Prairie Du Chien, Gays Mills

### Support Services
- Finance/Investors
- Accounting
- Legal
- Suppliers
- Consultants
- Government (WEDC, DATCP, etc.)

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Tenant referrals outside Innovation Center

Regional referrals to Innovation Center

INNOVATION CENTER
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.
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
## WORKING SOURCES/USE

<table>
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<tr>
<th>Sources and Uses Table</th>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Project Management</td>
<td>EDA</td>
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<td>Site, A/E, Permits, Fees, Site Prep and Construction, FFE</td>
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<td>Organizational Structure, Programming, Grant Writing</td>
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<td>$8,412,500</td>
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Total: $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
SPEAKER CONTACT INFORMATION

Name: Michael P. Gay, CEd
Director, Center for New Ventures
University of Wisconsin--Platteville

Address: 512 Pioneer Tower,
1 University Plaza
Platteville, WI 53818-3099

Phone: 608.342-6192

E-Mail: newventures@uwplatt.edu