

**CENTER FOR NEW VENTURES/
OFFICE OF SPONSORED
PROGRAMS**

Innovation Center



UNIVERSITY OF WISCONSIN
PLATTEVILLE

CHANGE



UNIVERSITY OF WISCONSIN
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ENTREPRENEURSHIP

Popular Names—Same Story

Mark Zuckerberg

facebook

Bill Gates



Microsoft®

Steve Jobs



Michael Dell



Ty Warner



The power to do more

Jack Taylor



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ENTREPRENEURSHIP

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



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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



ENTREPRENEURSHIP

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



ENTREPRENEURSHIP

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>



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 GATEWAY

The Innovation Center

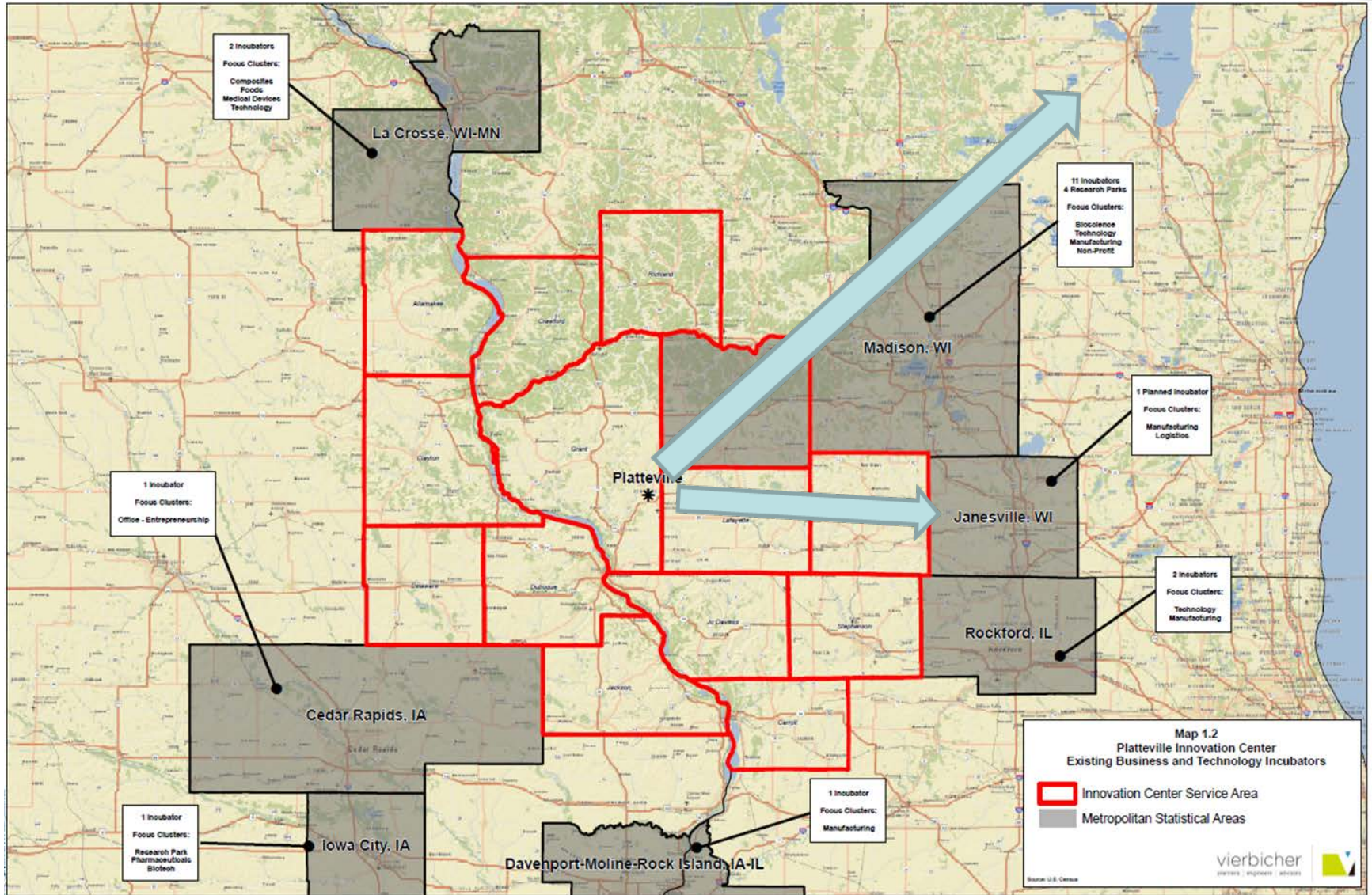
is a missing link (physical space—economic development infrastructure) needed to foster innovation, creativity, and entrepreneurship

The Innovation Center

brings our community to business and businesses
to our community and campus



INNOVATION CENTER SERVICE AREA



GDDC sees the benefit of IC to fill a void



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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



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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.



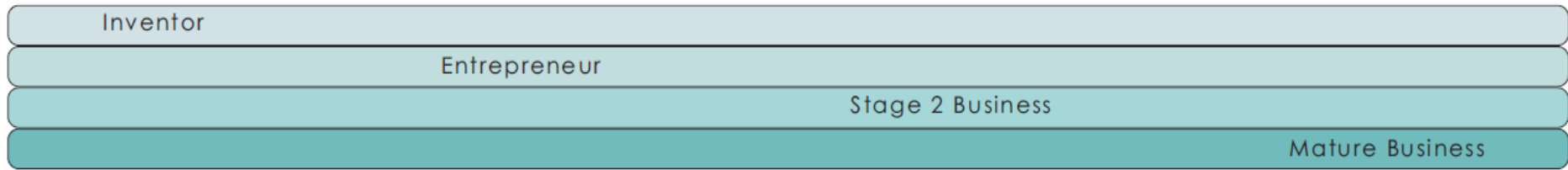
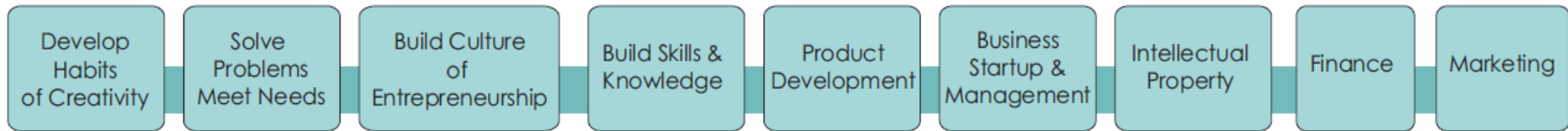
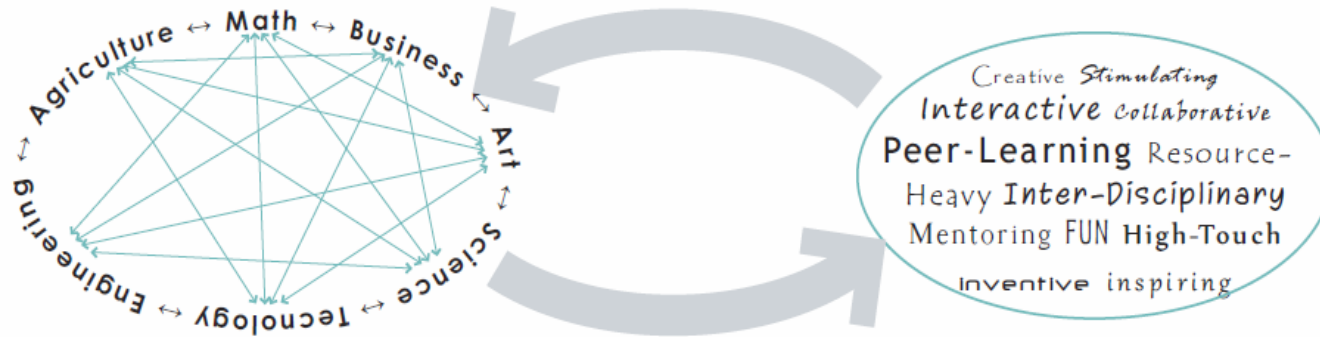
INNOVATION CENTER- STRONGEST MARKETS

- **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



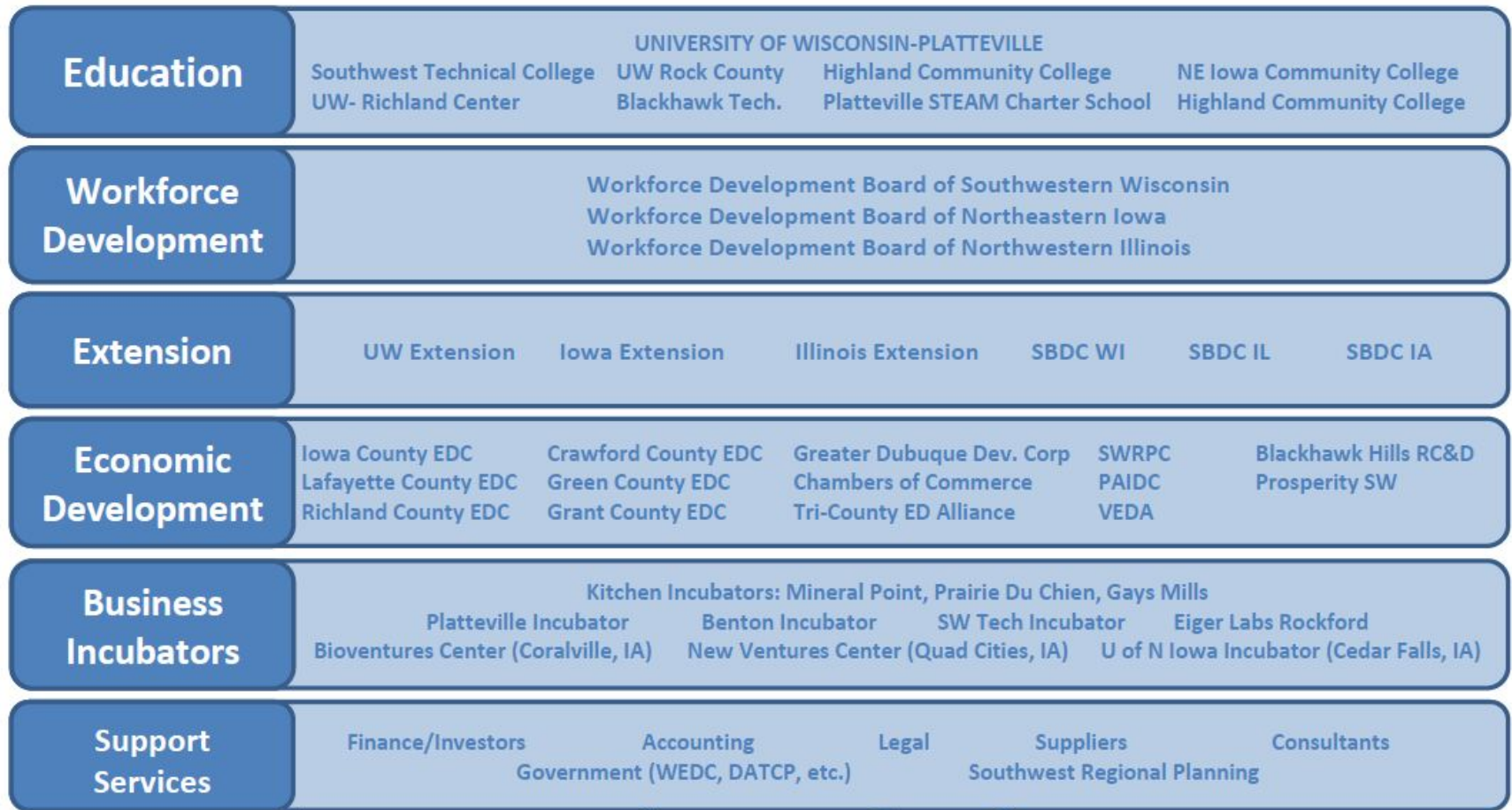
Innovation Center



Users can enter system at any point



UW-Platteville & Regional Innovation Center Partners

Regional Innovation Network



 Tenant referrals outside Innovation Center
 Regional referrals to 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.

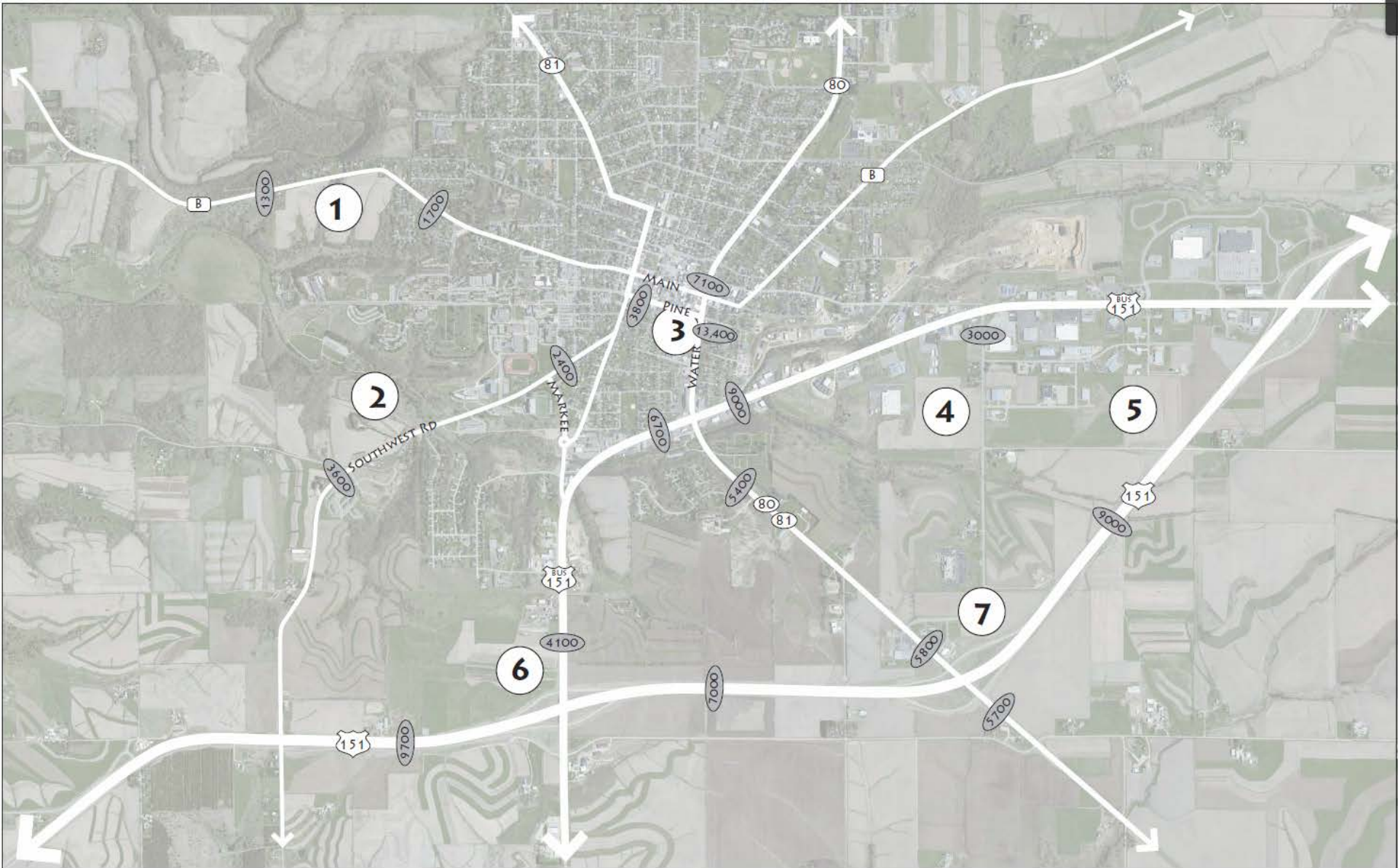


INNOVATION CENTER- COMMUNITY & ECONOMIC IMPACTS

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.



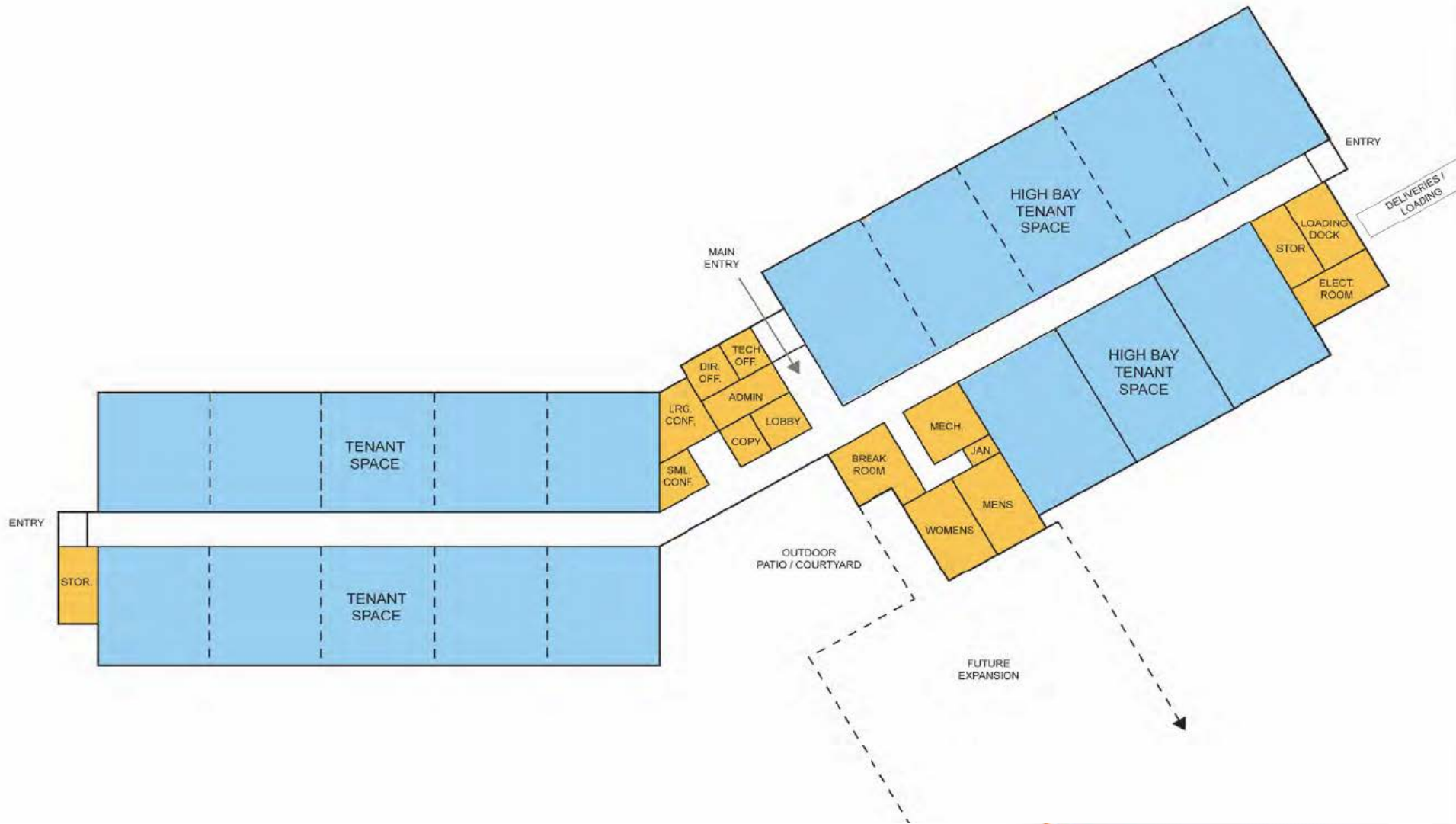


SITE EVALUATION MAP
PLATTEVILLE INNOVATION CENTER

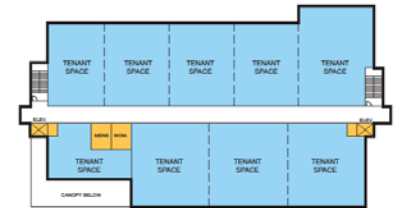
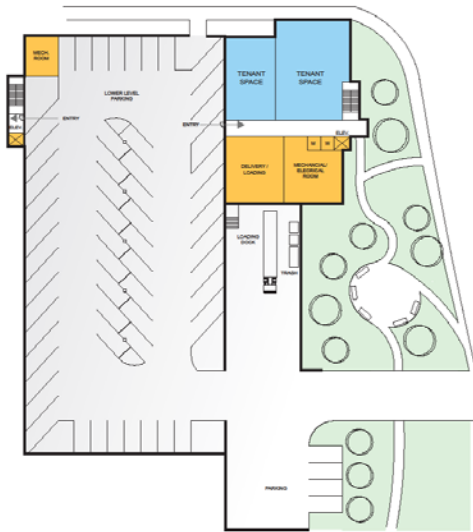
AVERAGE ANNUAL DAILY TRAFFIC (2010)



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



WORKING SOURCES/USE

Sources and Uses Table			
		EDA	\$3,500,000
Project Management	135,000	WEDC	\$1,000,000
Site, A/E, Permits, Fees, Site Prep and Construction, FFE	8,177,500	Capital 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

“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



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