



Economic Development and Entrepreneurship

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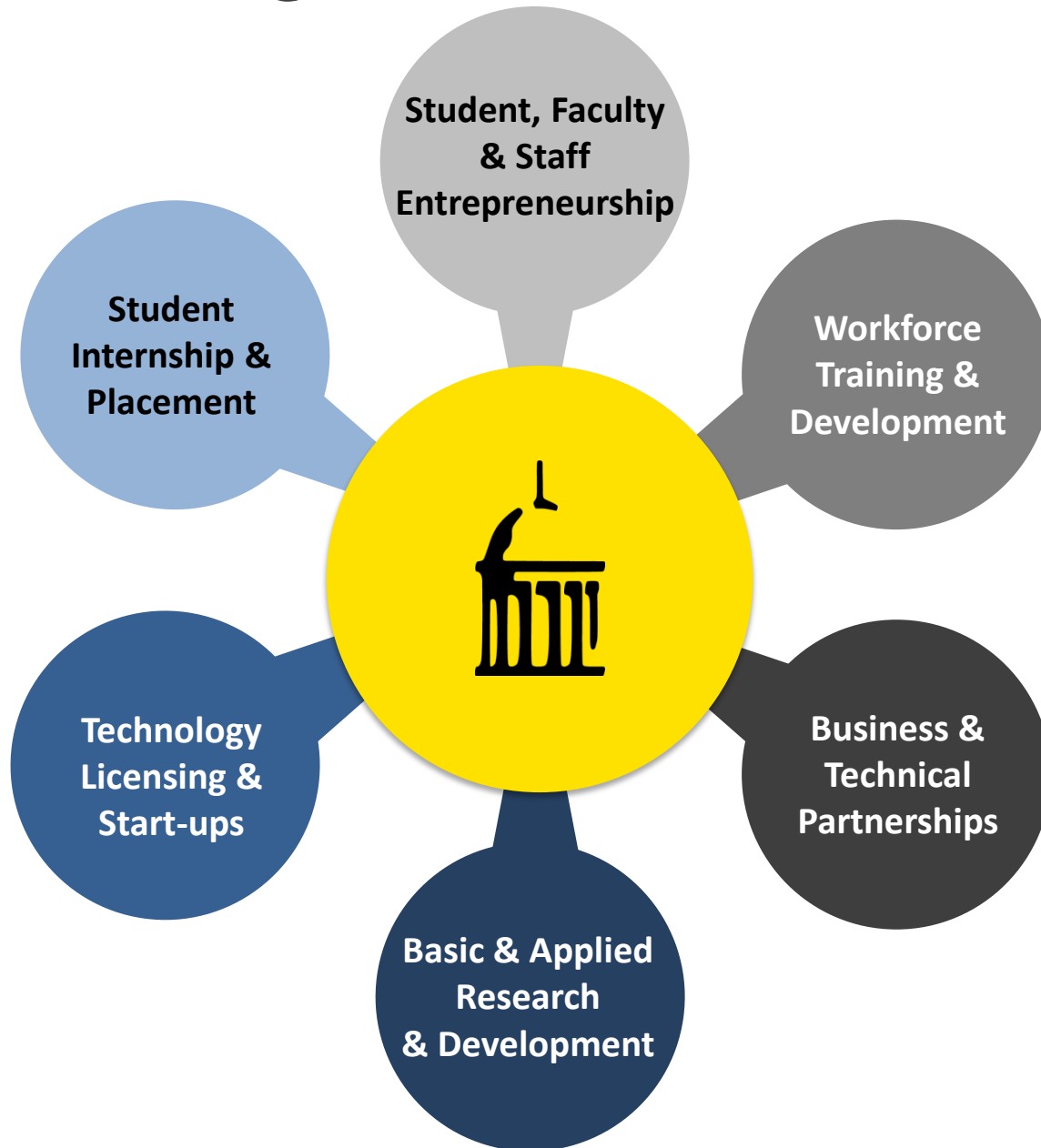
Vice President for Research and Economic Development

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An integrated economic development ecosystem



Integrated university programs
Regent university partnerships
State support and integration
Community and company engagement

Entrepreneurship initiative

Expanding educational opportunities for future entrepreneurs and business leaders



University-wide education

- Interdisciplinary and applied curriculum
- Faculty development



Statewide education

- Online course development
- Community college partnerships



Secondary education

- Teacher training
- Curriculum development

Instilling the entrepreneurial mindset

- *Recognize opportunity*
- *Enhance innovation and creativity skills*
- *Identify sustainable solutions*
- *Acquire and manage resources*
- *Evaluate risk*
- *Execute strategies*
- *Impact communities*

FY 2014 entrepreneurship initiative

Entrepreneurship and STEM education

STEM Entrepreneurship Leadership Institute (August 5-8, 2013)

- Hosted by UI Jacobson Institute for Youth Entrepreneurship
- **36 educators from 20 school districts**

Partnered with business, STEM, and special education educators at the district level

- Collaborative STEM entrepreneurship activity/lesson development
- STEM Entrepreneurship Professional Development Model for State of Iowa



Entrepreneurship initiative

Fostering new venture creation and existing business expansion



Interdisciplinary innovation teams

- Medical devices and technology
- Software and application development



Entrepreneurial training and development

- Entrepreneurship and software development boot camps
- Seminars and workshops
- New venture accelerator



Entrepreneurial business engagement

- Student business consulting
- Student innovation associates
- MBA student commercialization analysis

Enhancing the entrepreneurial ecosystem:

- *Expanding innovation and commercialization opportunities*
- *Increasing the number of new Iowa startups*
- *Fostering existing Iowa business expansion*
- *Connecting students to Iowa employers for internships and full-time employment*

Skilled workers program

Advancing commercialization of University of Iowa discoveries



Gap Funding

- Advanced technology development and testing
- Business strategy and start-up assistance
- Identification of private industry partners



Business and technical support

- Business and technology concierge services for UI faculty
- Equipment to support faculty and research park tenant technology development



Innovation Competitions

- Elevator pitch competitions for initial ideation
- Business plan & business model competitions for start-ups
- Business expansion support for existing research park companies

- *New Iowa companies formed and jobs created*
- *License and option agreements executed with Iowa companies*
- *Revenue generated at Iowa companies as a result of licensed technologies*
- *University centers and institutes provided services to Iowa companies*

FY 2013 innovation initiative

Launching new ventures



Alec Whitters, Co-Founder,
President & CEO
Higher Learning Technologies

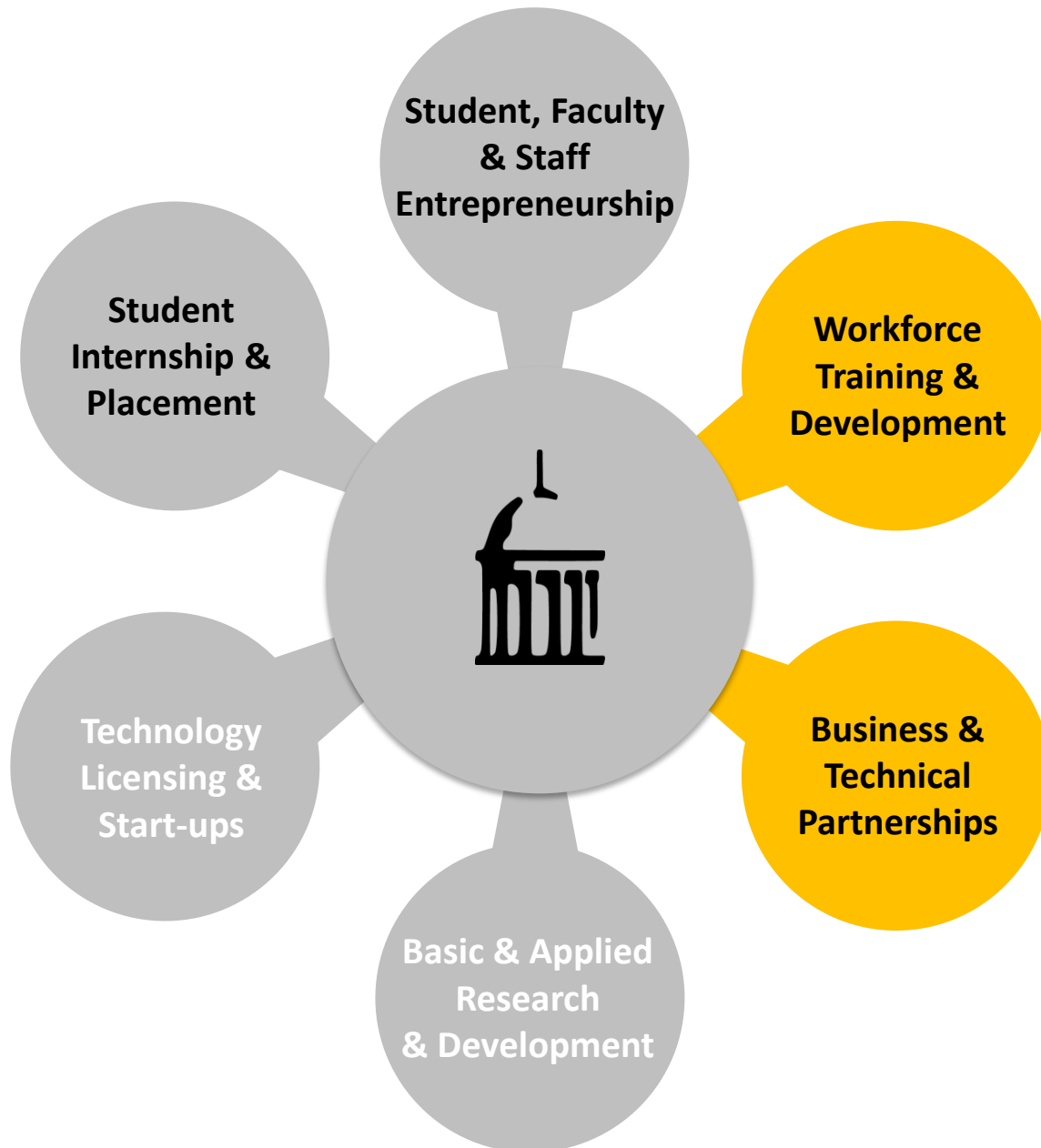
- Customized test preparation software
- Winners in UI business model competition
- Received \$100K from State of Iowa Demonstration Fund
- Won 3 Silicon Prairie awards



Ben Clark, COO of IDx

- Founded on technology developed by UI researchers
- Smart retinal imaging to identify markers of diabetic retinopathy, glaucoma, cardiovascular diseases and other abnormalities
- First commercial device available for sale in 31 countries in the European Economic Area (May 2013)

What we have learned ...



We have been barnstorming the state

- Meeting with ...
 - Community leaders, community colleges
 - Businesses, economic development groups

Some clear messages have emerged

- Need for advanced entrepreneurship training
- Need for IT and informatics skills training
- Need for hands-on partnerships
 - Solving real business and technical problems
 - Making Iowa companies more innovative and competitive

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Research & Economic Development



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Dare to Discover

Discussion