

**DISCOVERY TO PRODUCT (D2P) AND IGNITER:  
REVVING THE START-UP ENGINE AT UW-MADISON**

**BACKGROUND**

UW-Madison is a unique generator of economic development for the state. As the state's largest research enterprise, UW-Madison expends more than \$1 billion annually to support the discovery process. Faculty, staff, and students explore every conceivable aspect of science, engineering, and technology in an effort to further research and innovation. While direct economic impact, as measured by new company formation and licensing royalties, is strong, there is room for dramatic improvement.

**REQUESTED ACTION**

Information only.

**DISCUSSION**

The UW-Madison research enterprise generates about 350 patent disclosures annually. Of these, 200 new patents are subsequently pursued and issued. About 55 are licensed (new) and generate additional economic impact. Each year, between three and five new companies are created directly from this process. Despite this scope of effort, the entire process on campus derives from individual faculty and staff who choose to take an active interest in commercialization.

D2P provides two opportunities. The first is a strong and proactive effort to identify and cultivate significantly more discovery, leading to commercialization. The second is enhanced engagement with incubation and business development for these discoveries. However, in order to generate new products, these two efforts must be tightly coupled and reinforced by a breadth of focused support across the business development spectrum.

As one of the 12 UW System Economic Development Incentive Grant recipients, the D2P Igniter initiative is designed to accelerate university efforts that directly support business incubation and product development leading to commercialization. The UW System Incentive Grant will help create and build a sustainable technology transfer engine at UW-Madison. Additionally, it will increase the viability and scope of the D2P effort and provide additional support to actively foster new companies and new jobs, and to create a better-prepared workforce.

The following presenters will provide additional information on this initiative:

- Paul DeLuca, Provost, UW-Madison
- Mark Cook, Professor, Dept. of Animal Sciences, UW-Madison

**RELATED REGENT POLICIES**

Not applicable.

**WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC)  
PROGRAM UPDATE AND DEMONSTRATION OF INTERACTIVE MAPPING  
COLLABORATION WITH UW-MADISON AND UW-WHITEWATER**

**BACKGROUND**

The Wisconsin Economic Development Corporation (WEDC) has established a partnership with the UW System in order to assist in identifying and coordinating linkages between the university and the state's efforts to foster targeted business and industry development, entrepreneurial growth, and job creation.

**REQUESTED ACTION**

Information only.

**DISCUSSION**

The UW System Office of Economic Development is a jointly funded resource with WEDC to expand the UW System's success rate with early-stage, high-growth, and established companies, and to identify capital availability for such efforts which will lead to jobs. The partnership with WEDC crosses many boundaries in a collaborative fashion to promote economic and business development.

WEDC executive leadership will provide an update on economic and business development projects and programs, highlight collaboration with the UW System, and demonstrate on-line business development reporting capabilities created with technical assistance from UW-Madison and UW-Whitewater.

**RELATED REGENT POLICIES**

Not applicable.