



A Balanced Approach From Commercialization to Second-Stage

Collaborative Commercialization



Improving outreach to comprehensive campuses

Coordinating activities with UWEX-CTC

Madison supports incredible ecosystem

**UW Milwaukee
UW Whitewater
UW Oshkosh
UW LaCrosse**

WEDC Outstanding Partner

Seed Funds Accelerators Program Support

Center for Technology Commercialization

Ideadvance SBIR Specialists Commercialization across Wisconsin

**Adding one
more piece for
a balanced
approach**





BreakingNews.com

Board of Regents Meeting
April 9-10, 2015

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 UNIVERSITY OF WISCONSIN
Colleges


University of Wisconsin-Extension



Defining and finding growth companies

10-99 employees

1-50 Million in Revenue

Past startup – with proven model

Appetite and aptitude for growth

Focused on external markets

- Pipeline inspection and rehabilitation
- Instrumentation Panels
- Lighting and Signage



- Power Distribution
- Marine Navigation



Business Intelligence Team (Economic Gardening Pilot)



Demonstration project in Waukesha



- 3 Companies
- Using national team
- Virtual phone/web interaction only
- 35 hours of access for each company
- \$4,000 cost per company
- Partnering with Cooperative Extension Educators and SBDC

WEDC grant builds teams

Wisconsin teams all private sector

UWEX – Center for Business Intelligence will manage teams

Funding – multiple sources public, private and program revenue

Goal - 100+ companies per year





Florida TaxWatch conducts independent 2015 study – Conclusions...

“Second-stage companies are responsible for a substantial amount of employment in Florida, and produce more jobs per company than any other category of firm.”

“Helping develop these companies can help produce a substantial amount of jobs, help diversify the Florida economy, and provide positive returns on the investment by the State of Florida.”

Net Return of \$7.58 for every dollar invested in GrowFL from 2011-2013

Questions?

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