UNLEASHING OUR VISION

LEADING URBAN PUBLIC UNIVERSITIES INTO A NEW ERA OF INNOVATION AND IMPACT
Key Takeaways

• UC must lead

• UC’s Innovation Agenda and economic engine can catapult the city, the state and our university into the rapidly changing future

• Most innovation districts are decades in the making, and we are behind; we must work aggressively and prudently
What Does This Mean for You?

• You ARE this talent we seek to attract and retain!

• Lets discuss how the Office of Innovation plans to do so...
Office of Innovation

livewell® COLLABORATIVE

Fortune 50 Co. (announced early as next week)

P&G

VILLAGE LIFE Outreach Project

Cincinnati Bell connecting what matters
Why is UC Important to OOI Partners?

**Access to Talent:** Students and Faculty are tremendous assets. Talent has choices - attraction & retention are key.

**Proximity to Campus:** Co-location provides powerful collisions and collaborations.

**Research Expertise:** Innovative thinking drives industry solutions with higher Return on Investment.

**Commercialization/IP:** Early stage access to new ideas.
Office of Innovation
### CONCEPT EVALUATION
- What is the idea, the problem it solves, and the unmet need in the market place?

### BEARCAT DEN
- IP Position?
- Commercialization path?
- Market size, need?
- Potential partners?

### TAILORED ENHANCEMENT
- Who wants this?
- How much would they pay?
- Will they buy?
- What channel to use?

### LAUNCH
- Launch

### Research
- **Pre-Accelerator**

### Leadership
- **PI**
- **Student**
- **EIR**
- **CEO**

### Stakeholder
- **OOI**
- **CEC**

### Funding
- **IP Costs**
- Pre-Accelerator: $5,000
- Accelerator: $40,000 - $150,000

### Resource
- **1819 Makerspace**
- **1819 Team Space**

### Milestone
- **Recommendation**
- **Concept Pitch**
- **Den Pitch Day**
- **Accelerator Pitch**
- **External Services (customer research, design, engineering, etc)**

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### BEARCAT DEN
- **Mentors**
- **EIRs + Mentors**
- **Investment**

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### LAUNCH
- **Launch**
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Archive Follows (do not show)
Prosperity requires climbing the innovation ladder
Decline of Rust Belt and rise of skilled cities
Great divergence – Three Americas
• Innovative - well educated cities
• Dying manufacturing hubs
• Cities that could go either way
Human Capital Century

Talent
Educated and Innovative

Geography
Creative Spaces

Multiplier Effect
1:5
Corporate Innovation Partners - OOI

- OOI is the ‘FRONT DOOR’ for Business and Community to UC.
- OOI serves as the ‘ONE-STOP SHOP’ to help partners navigate the vast resources of the University.
- OOI is the concierge to develop holistic solutions utilizing aspects of UC to solve complex business/social problems.
- OOI seeks win-win partnerships for mutual benefit.

_Examples of partnerships:_ Kroger, Cincinnati Bell, P&G, Village Life, LiveWell are actual partners. More to be named later in a variety of industries.
Venture Lab

Stuff here..

- Likely most powerful professional development experience of your career.
1819 Virtual Tour...

- 4th Floor
- 3rd Floor
- 2nd Floor
- 1st Floor

- Innov. Partners
- Maker Space
Maker Space
Next Steps? We’ll be in touch!