First Steering Gear

Invented by David Ross
The idea economy is here.
... To advance Purdue’s quest for preeminence in discovery, learning and engagement through executive stewardship of assets
Purdue Research Park of Northwest Indiana

715 employees 91 acres developed
39 companies 60,000 total sq. ft.
393 acres

Purdue Research Park of West Lafayette

3,248 employees 268 acres developed
164 companies 1.7 million total sq. ft.
725 acres

Purdue Research Park of Indianapolis

122 employees 4 acres developed
15 companies 55,000 total sq. ft.
80 acres

Purdue Research Park of Southeast Indiana

166 employees 8.6 acres developed
18 companies 40,000 total sq. ft.
44 acres
Improve the Human Condition

1) Maximize societal value of Purdue’s innovation
   Longer, happier, healthier, productive lives

2) Create an ecosystem for faculty, students
   “…neighbors and friends that…”
   demands, inspires, supports Ross’ dream
   “…invent something, create value”

3) Feed the goose!

Metrics

- Start ups
- Products
- Employment created
- Investment attracted
- Media buzz

- Number of faculty and students engaged
- Occupancy of tech parks
- Use of support systems

- Funds to Trask
  … to departments
  … to innovators
The Virtuous Cycle…Boiler Up

Corporate $  
Government $  

R & Delivery Machine

Out-of-state

In-state

Innovations (IP maybe)

Startup

Corporation License

Talent

Capital

Further Development

Innovator

Research Funds

Department

Royalties

Next Gen Workforce

Hoosier Employment

Purdue Value to Market
The Metrics

Corporate
$72M

Government
$500M

R & Delivery
Machine
$572M

Talent

IP
491 Filings

Startups
8

Corp
Licenses
90

In-state

Royalties
$8M

$2M
$2M
$2M

Innovator

Next Gen Workforce

Hoosier Employment

Purdue Value to Market

Legal Fees
$2M

*2012
## Sources of Influence

### Studies / Documents

<table>
<thead>
<tr>
<th>Study / Document</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purdue University and Innovation Realization - Purdue Communication Network</td>
<td>10/2010</td>
</tr>
<tr>
<td>Purdue West Coast Partnership Strategic Plan</td>
<td>6/2011</td>
</tr>
<tr>
<td>Entrepreneurship Launch Team Report</td>
<td>6/2011</td>
</tr>
<tr>
<td>Huron Study</td>
<td>1/2012</td>
</tr>
<tr>
<td>SV BIG Top Ten</td>
<td>4/2013</td>
</tr>
<tr>
<td>Accelerating Purdue’s Transfer of Discoveries</td>
<td>3/2012</td>
</tr>
<tr>
<td>Purdue University Entrepreneuristic Activities</td>
<td>1/2013</td>
</tr>
<tr>
<td>Entrepreneur Wish List from Entrepreneurial Ambassadors Group</td>
<td>2/2013</td>
</tr>
<tr>
<td>A Paradigm for Interdisciplinary Research</td>
<td>3/2013</td>
</tr>
<tr>
<td>The Anvil Quotes and Testimonials</td>
<td>1/2013</td>
</tr>
</tbody>
</table>

### Groups / Individuals

- P-3 Alliance
- Entrepreneurial Ambassadors Group
- Pekny
- Cosier
- Ramani
- Robinson
- Regnier
- Garimella
- Huber
- Fulton
- Nauman
- Nohadani
- Duval-Couetil
- Dunlap
- Robinson
- Kissinger
- McKillip
- Bentley
- McCartney
- Cerney
- Cook
- Irazoqui
- Asem
System Improvements / Experiments

- Deliberate Innovation Faculty Fellows

IP / Innovation
- Student owned IP
- Express License 2.0
- Reconveyance Option
- SBIR option

R & Delivery Machine

Startup
- Foundry
- Anvil
- Discovery Park Partners
- Makers Space
- MatchBOX (Lafayette)

Employment

Purdue Products to Market

Corp License
- Simplified contracts 3 to 1
**Ground Zero for Purdue Entrepreneurship**

**Foundry Support Services**

- Opportunity & Client Needs Assessment
- Education & Training
- Legal Assistance  
  - Corporate  
  - Immigration
- Funding Support & Grant Writing
- Technical Guidance
- Market Assessment & Marketing

**Foundry Support Services**

- Business Planning
- Accounting & Finance
- Alumni Network Expertise & Mentoring
- Incubator Oversight
- Website & Web Training Tools
- Regulatory Guidance
- Community Network

**Burton D. Morgan Center**
Deliberate Innovation Faculty Fellows
“Company Hunters”

Identify
• Opportunity Technologies/ Areas

Determine
• Best Research Direction

De-risk
• Investor Ready

Define
• First Product/ Customer

Develop
• Value Proposition

Startup
“Shots on Goal”

Life Sciences Medicines
Nano Manufacturing Nano Materials
Defense Homeland Security
IT
Krannert
Phase II
System Improvements / Experiments

- Deliberate Innovation
  - Faculty Fellows

- Startup
  - Foundry
  - Anvil
  - Discovery Park Partners
  - Makers Space
  - MatchBOX (Lafayette)

- R & Delivery Machine
  - Student owned IP
  - Express License 2.0
  - Reconveyance Option
  - SBIR option

- Employment
  - Corporate Engagement
  - Business Talent
  - Purdue Products to Market

- IP / Innovation
  - Simplified contracts
    - 3 to 1
  - Predictability of License
What Are We Trying To Do Here?

**Improve the Human Condition**

1) Maximize societal value of Purdue’s innovation
   Longer, happier, healthier, productive lives

2) Create an ecosystem for faculty, students
   “...neighbors and friends that...”
   demands, inspires, supports Ross’ dream
   “...invent something, create value”

3) Feed the goose!

**Metrics**

- Start ups
- Products
- Employment created
- Investment attracted
- Media buzz

- Number of faculty and students engaged
- Occupancy of tech parks
- Use of support systems

- Funds to Trask
  … to departments
  … to innovators