



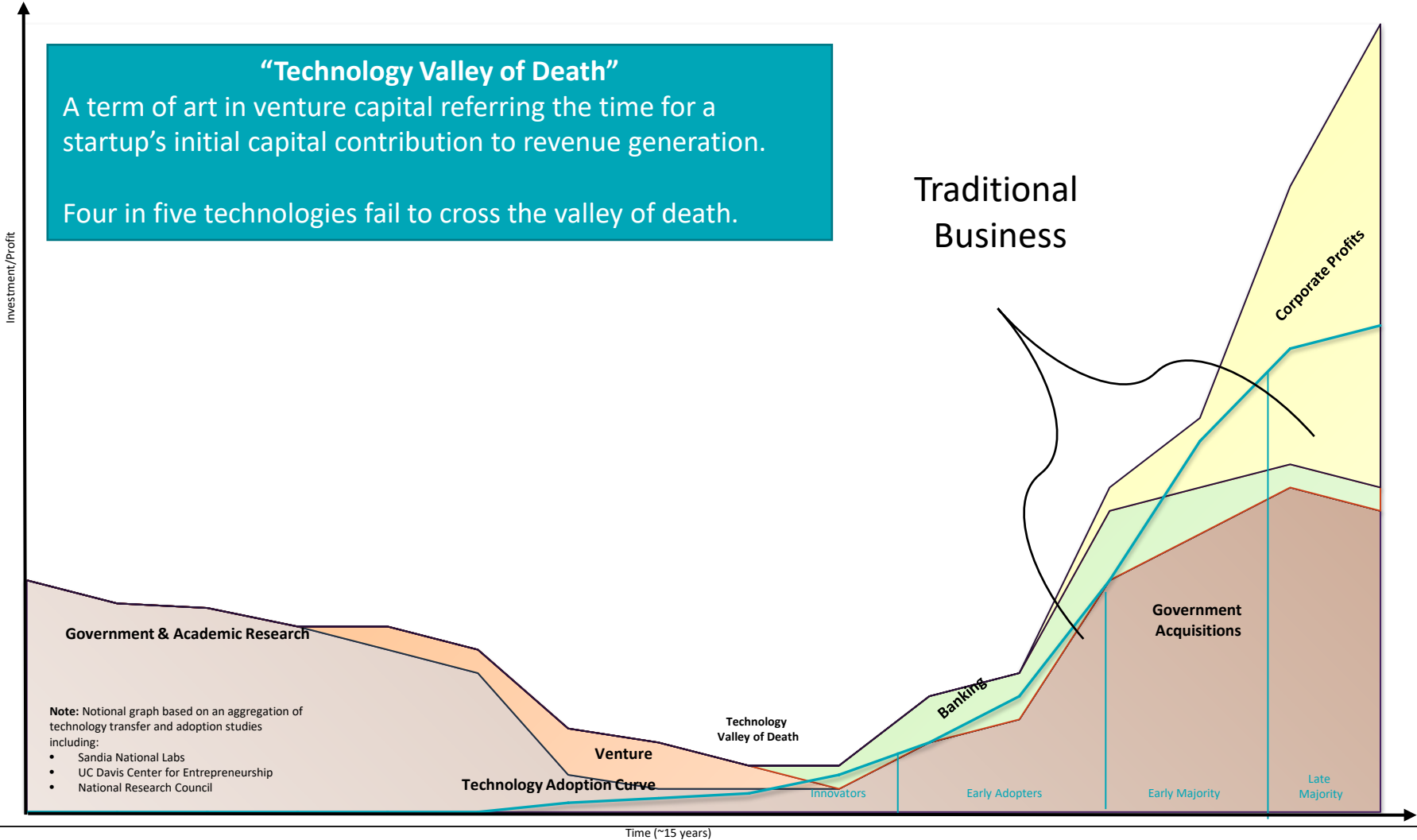
Innovation center, Washington, D.C.

BRIDGETOWN HOW UNIVERSITIES CAN CONNECT INNOVATORS TO INCUMBENTS

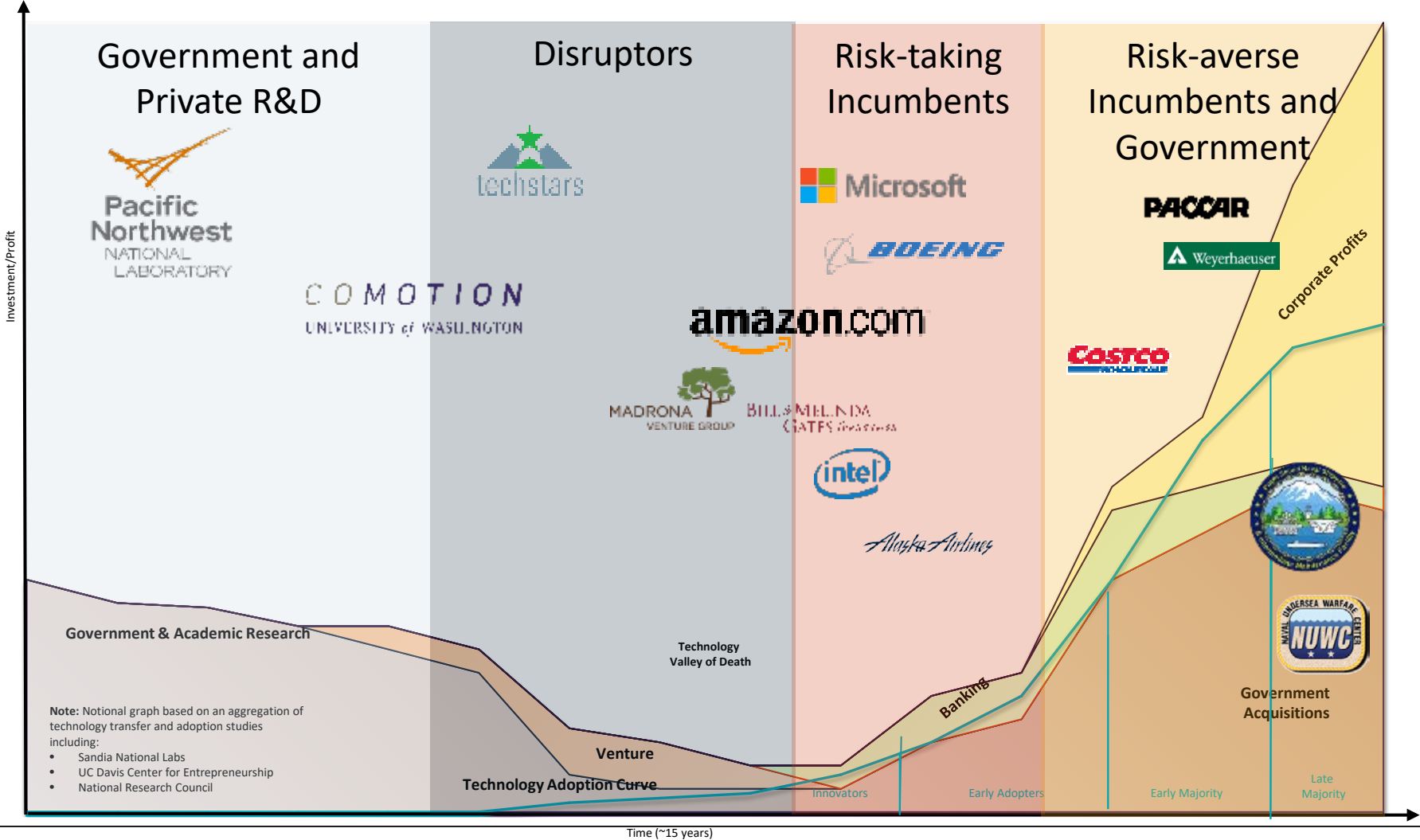
Presented at the University President's RoundTable at the Pacific Northwest Economic Region Annual Summit In Portland, OR.

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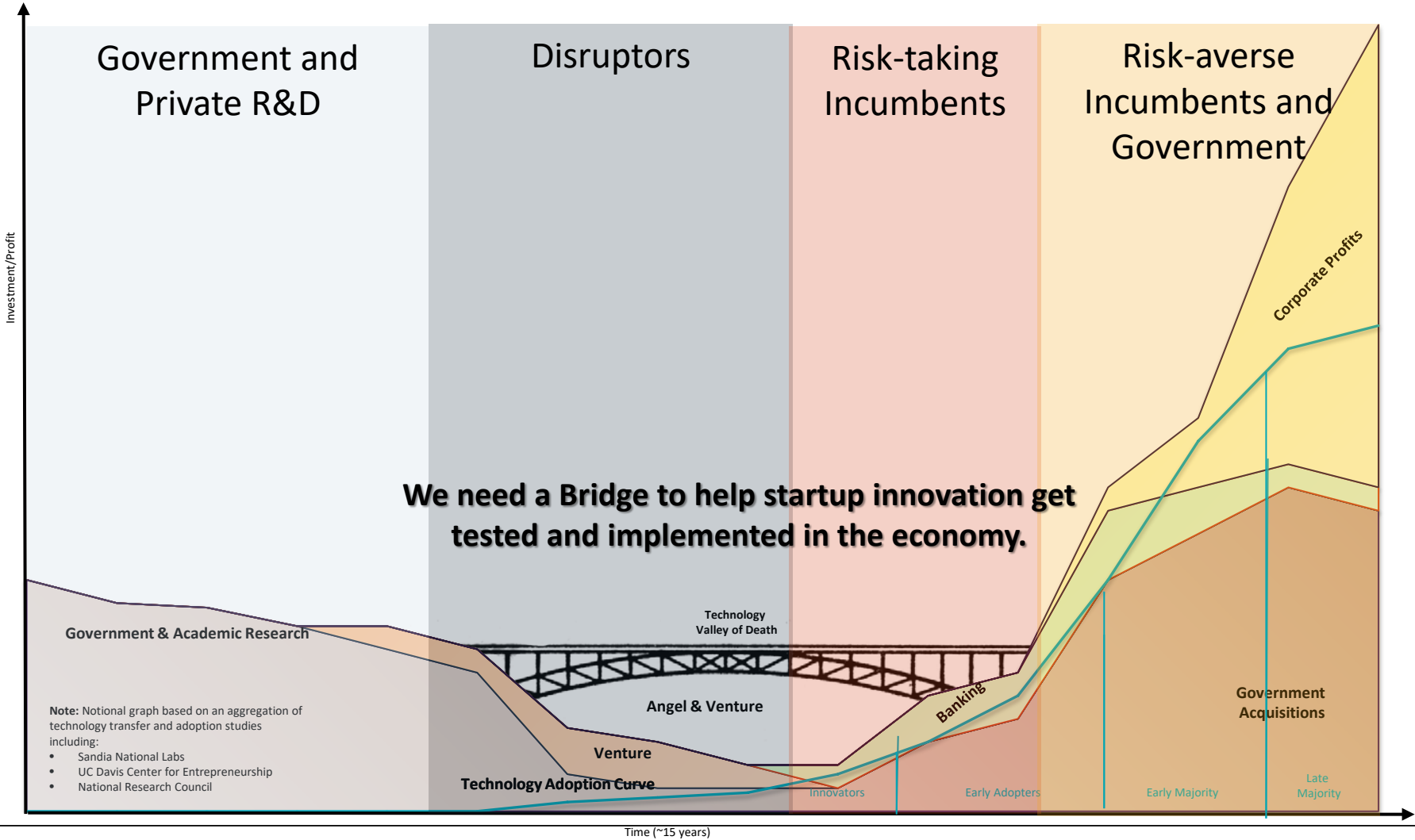
THE R&D AND START-UP COMMUNITY SPEAK OF THE “TECHNOLOGY VALLEY OF DEATH” TO DESCRIBE THE DIFFICULTY OF COMMERCIALIZATION OF NEW TECHNOLOGY.



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THE BRIDGE – UNIVERSITIES CAN SERVE AS AN ECONOMIC/R&D ANCHOR FOR A COMMUNITY TO HELP INNOVATORS CONVENE AND CREATE.

Startup Needs:

Software is easy for entrepreneurs
– all infrastructure can be virtual.

Other industries are harder:

- Life Sciences startups need wet lab space
- AEC startups need heavy equipment storage and warehouse space
- Hardware startups need rapid prototyping and fabrication labs

Cross Industry Collaboration

- IT is good at developing DevTech tools – they are not as good a linking with other industries.
- Investors like to address low-hanging fruit – inefficient market segments that have a low barrier to entry and require limited infrastructure

How do we get beyond e-market places?

Corporate/Investor Involvement

Upfront investments

- Capstones
- Collaborative Research
- Teaming on contracts/grants
- Core investment in the Startup Community

Downstream Investment

- Seed and Angel investment
- Technology evaluation partnerships