Message from the Chancellor

UW–Madison is committed to business growth and a stronger economy through entrepreneurship, technology commercialization and innovative research. In this report, you will see exciting examples of how companies and business leaders connect with our campus to succeed.

The Office of Corporate Relations (OCR) now builds on more than a decade of success. Its efforts to bring the resources of UW–Madison to the marketplace include collaborations with Kraft Foods, Boeing, Bemis, John Deere and many others. These companies draw on our world-class faculty, our cutting-edge research and our talented student body. Our drive to help our industry partners become more effective has never been stronger.

This commitment reaches throughout campus. Entrepreneurship often starts in the classroom, and all students now have the ability to earn an entrepreneurship certificate. The required coursework for this new certificate introduces students to taking their ideas to market. The energy those students take into the world is being aided by new efforts such as the inaugural Badger Startup Summit, which OCR launched to connect young Madison-based entrepreneurs with colleagues around the world.

OCR works closely with the Wisconsin Alumni Research Foundation (WARF) and the University Research Park (URP) to engage in innovation transfer. The Discovery to Product initiative systematically expands the number of innovations that reach the market through startups or licensing agreements. It is gratifying to see these efforts materialize.

I deeply believe that this university and others like it are crucial to the long-term economic competitiveness of this country. Economic success grows out of a partnership among the public sector, the business community and major research institutions. We have a campus that produces a skilled and nimble workforce, new technology and innovative research. OCR is dedicated to bringing these resources to you and others who compete in the marketplace. I invite you to join in this collaboration.

Rebecca Blank
Chancellor, UW–Madison
Message from the Managing Director

Since its creation in 2003, the Office of Corporate Relations has worked to connect businesses of all sizes with the resources of UW–Madison. Connecting companies with campus resources, expertise and technology to solve business challenges, create new products and help to grow the economy is the mission of OCR.

This report highlights three areas that are vital to that mission: the diverse, mutually beneficial partnerships forged between companies and our on- and off-campus partners; UW–Madison’s growing capacity to guide entrepreneurs through commercialization; and the real impact of our connections in helping build economies.

In my new role as managing director of OCR, I have had the opportunity to experience firsthand the entrepreneurial spirit that exists across campus. With faculty applying their research to local, national and global challenges and students harnessing their creativity to solve problems and launch startups, UW–Madison is constantly developing exciting technologies. This report includes many examples of these innovations, such as the porous material created by a collaborative team of researchers that has the potential to better clean up chemical spills.

It also recognizes the importance of two key partners: University Research Park, an internationally recognized research and technology park that supports early-stage and growth-oriented businesses in a range of industry sectors, and the Wisconsin Alumni Research Foundation, one of the oldest technology transfer organizations for the university that continues to develop new ideas, such as its program to support women and minority entrepreneurs. Both are invaluable assets in helping us achieve our goal of building the economy.

It is impossible for one report to capture all of the stories that illustrate the commitment of UW–Madison to utilize our innovation, energy and expertise. I hope this will serve as an introduction to the great things happening on our campus and that it will help you appreciate the breadth of talent and resources at UW–Madison and the value of our $1.1 billion research engine to Wisconsin and the world. Whether it involves working with major firms or nurturing a student-generated startup, we are continually seeking new ways to connect business to the university’s strength in building our economy.

The Office of Corporate Relations looks forward to working with you to connect your business to the resources of the university.

Susan LaBelle
Managing Director, UW–Madison Office of Corporate Relations
Business Requests for Assistance

*During FY 2014, OCR handled 432 requests for assistance from 293 unique companies, organizations and individuals, representing 25 states and 16 countries. As a direct result of vigorous outreach, we communicated with several hundred additional companies using marketing campaigns targeted to specific companies and sectors, and by attending trade shows and conferences.*

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<th>Request Type</th>
<th>Count</th>
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<td>Recruitment</td>
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<td>Information on OCR</td>
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<tr>
<td>Faculty/Staff Expertise</td>
<td>57</td>
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<td>Other Business Assistance</td>
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<td>Research Centers/Consortia</td>
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<td>Continuing/Professional/Executive Education</td>
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<td>Patenting and Licensing</td>
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OCR Referrals

Requests for OCR assistance often result in multiple referrals to our partners. During FY 2014, we made more than 687 connections with units across the UW–Madison campus and to off-campus partners, such as the Wisconsin Alumni Research Foundation, University Research Park and the UW Foundation; other UW System campuses; and the private sector. Nearly 137 additional requests were managed directly by OCR.

336 UW–Madison schools and colleges
75 Affiliated organizations
66 Private sector
37 UW–Madison administrative units

7 Nongovernmental organizations
3 Other UW System campuses/ UW System Administration
3 State government
Tapping Research, Forging Partnerships

World-class research, a deep pool of expertise and vital partnerships are combining at UW–Madison to power economic growth and uncover answers to some of society’s most urgent problems.

The Office of Corporate Relations partners with the University Research Park, an innovative and expanding venue for business; the Wisconsin Alumni Research Foundation, a pioneer in patenting and licensing discoveries; and the schools and colleges across the UW–Madison campus to help companies of all sizes connect with the resources of the university.

Further, our drive to help our industry partners become more effective has never been stronger. UW–Madison and OCR are working to promote a culture of discovery and commercialization through public-private collaboration. The stories below are just a few examples of collaborations facilitated by OCR between businesses and our partners on and off campus.

Custom education for Discover employees

When Discover Financial Services was looking for ways to retain highly skilled employees and enhance its management skills in a fiercely competitive Shanghai job market, it turned to OCR to find a solution at UW–Madison.

OCR worked with Discover and the Wisconsin School of Business to craft a customized certificate program for employees at Discover’s Shanghai-based Analytic Center of Excellence. The program is aimed at building business management and leadership skills for Discover’s analytic leaders. Steve King, executive director of the Center for Professional and Executive Development at the Wisconsin School of Business, notes: “The partnership with Discover is an extremely valuable one for the Wisconsin School of Business. It has provided an opportunity for our expert instructors who have real-world, global experience to work with a recognized and respected brand like Discover to assist them with some of their pressing business challenges in another part of the world.”
“We have been very pleased with the significant investment in our employees that the University of Wisconsin program represents.”

—James Panzarino
Executive Vice President, Discover Financial Services
The Wisconsin Materials Institute was formed to bring together university, industry and government talent and technology, such as this atom probe, to speed life-changing advances in materials science.
The curriculum is designed as practical learning modules that combine academic rigor with industry applications. The 18-month program has four core elements — advanced analytics, leadership, business acumen, and process and project management — and encompasses 14 courses taught in Shanghai by UW–Madison faculty.

The program began in January 2014 with 20 participants and by late 2014, 10 courses had been delivered on site. Participants enjoy the program’s interactive elements, which include hand-picked case studies and simulations. One participant says the program “makes us think, realize and respect some things that can help us do better change management and decision-making.” Company officials have been pleased with the program’s results.

“Our Shanghai office is a powerhouse of analytical talent for the company, and we have been very pleased with the significant investment in our employees that the University of Wisconsin program represents,” says James Panzarino, executive vice president and chief credit and card operations officer. “This is also a foundation for broader partnership with UW–Madison on talent acquisition, training and engagement.”

Building industry partnerships at Bemis Company Inc.

Bemis Company Inc. and UW–Madison have expanded their long-standing relationship through a partnership that encompasses both research and employment opportunities. “Bemis has a long history of recruiting talent at UW–Madison, and in recent years, we have gotten more involved with research projects,” says David Busche, Bemis’ vice president for advanced technologies. Bemis is a global leader in packaging for food, consumer products and healthcare applications with 61 manufacturing facilities in 11 nations worldwide. Busche says university research and development allows Bemis to fund research in technical areas of interest and build familiarity with academic research.

As the leading flexible packaging manufacturer in the Western Hemisphere, Bemis applies its research and product development resources to keep its customers on the leading edge of packaging technologies and trends. Bemis is already sponsoring research on food safety and is exploring opportunities to fund additional research in polymers processing. “Our expanding involvement in research is creating more opportunities to expose Bemis to both undergraduate and graduate students,” says Busche. Additionally, Bemis is a member of UW–Madison’s E-Business Consortium and sponsored a student project to develop an internal company website. It has also partnered with UW–Madison for training programs for Bemis R&D staff.
“The partnership with Bemis exemplifies a mutually beneficial relationship between UW–Madison and Wisconsin industry and demonstrates how a company can be engaged in multiple facets across multiple schools and colleges,” says Nick Abbott, professor of engineering at UW–Madison. “Bemis has guided us to work on important research problems that bridge the College of Engineering and the College of Agricultural and Life Sciences, and they have provided exciting opportunities for our students in terms of internships and, ultimately, employment.”

“The Office of Corporate Relations has helped us open doors at the university,” adds Busche. “We expect to continue our long-term relationship with UW–Madison and partner on new programs that are of interest to our customers and our industry.”

Expanding corporate relationships

Kraft Foods and Boeing are two more examples of corporations that benefited from working with OCR to help them connect with UW–Madison.

Kraft Foods has had a long-standing relationship with the College of Agricultural and Life Sciences. In 2014, Kraft successfully refocused its campus recruiting efforts in the food science and engineering departments and made a sizable equipment donation to the Center for Dairy Research. UW–Madison and Oscar Mayer/Kraft Foods co-hosted the American Meat Science Association’s 67th Reciprocal Meat Conference — the first in Madison in 50 years.

OCR coordinated with campus partners to bring Kraft Foods’ Chicago-based Food Science Group to UW–Madison for a two-day visit. Company representatives, seeking to expand their recruiting efforts, had the opportunity to meet with industrial system engineers, as well as faculty and students in the fields of engineering, statistics and biostatistics. They also toured the biotechnology labs, met lab directors and built relationships between scientists at Kraft and UW–Madison. In all, the visit succeeded in helping Kraft strengthen its research ties with multiple schools and colleges at the university and further its recruiting activities.

Boeing, a global company with a strong commitment to developing and educating staff, chose UW–Madison to be included in its competitive internal tuition-reimbursement program. Knowing the strong reputation and global rankings of the university’s MBA, Executive MBA and online Master of Engineering programs, Boeing reached out to OCR for help in simplifying the billing procedure for employees enrolled in these programs. OCR staff worked with Boeing’s education consultant and partners across campus to create a streamlined, efficient billing process. As a result, the company can more easily invest in lifelong learning for its high-potential employees.
UW–Madison was selected to develop the curriculum for a new $400 million dairy training center established by the Nestlé Corporation in China’s northeast province of Heilongjiang.
Elucent Medical, started by UW–Madison engineers and clinicians, won the 2014 Governor’s Business Plan Contest. The Madison-based firm created a wireless system that helps doctors perform surgery for breast cancer.

For Trisha Andrew, an assistant professor of chemistry, the future is electric — bringing innovation to energy research, including a new method creating flexible solar cells that are inexpensive enough to be disposable.

Small businesses and aspiring startups such as llama fur-insulated sleeping bag company Deneb Outdoors can find legal answers at the Law School’s Law and Entrepreneurship Clinic.

EatStreet, a national online restaurant ordering service, was co-founded by three friends who met and developed the idea at UW–Madison. The service is available in over 100 cities, and the company employs more than 80 people.

A spinoff launched by UW–Madison cancer researcher Douglas McNeel is attempting to harness the human immune system to fight prostate cancer.

School of Human Ecology students collaborated with Dee Warmath, an assistant professor of consumer science, and the Wisconsin Union to identify strategies to improve the performance of the school’s cafe — called Robin’s Nest — by more than 60 percent.

UW–Madison began collaborating with the Development Center for Biotechnology, a Taiwanese biotech nonprofit, on drug and bioscience research focused on treating liver cancer.

Igniting Innovation
Among the first round of D2P (Discovery to Product) igniter grants was support of the lab of Sun-Chun Zhang, who aims to market a new technology to create large quantities of nerve cells and make them available to researchers investigating treatments for the nervous system.
Innovating for Marketplace Success

By making UW–Madison’s assets widely available, the university can help to build a more prosperous, resilient economy that is able to compete in the global marketplace and on the main streets of Wisconsin.

We are constantly building and refining a culture of innovation at UW–Madison, a value apparent in our researchers, students, staff and industry partners. UW–Madison is an idea factory, and a new campus initiative to guide entrepreneurs through commercialization is helping to more efficiently move ideas from the laboratories to market.

Discovery to Product: Bringing discoveries to market

The drive to push scientific innovation into the marketplace is what fuels the campus’s new Discovery to Product initiative, a partnership between the university and the Wisconsin Alumni Research Foundation.

Called D2P, the partnership aims to better support the formation of new companies as it systematically expands the number of innovations that reach the market through startups or licensing arrangements with established companies.

The process of technology transfer can be intimidating. Led by John Biondi, the D2P initiative is intended to provide UW–Madison faculty, staff and students with mentoring, guidance for business plans and marketing, assistance with regulatory hurdles and an inside track for funding — helping transform ideas and discoveries into companies and products to bolster the economy.

D2P will initially focus on traditional UW–Madison strengths: physical sciences and engineering, agriculture, medical devices, computer sciences, information technology and drug development.

Chancellor Rebecca Blank, a former U.S. secretary of commerce, says universities play a key role in keeping American companies competitive: “I want to make sure that UW–Madison is on the cutting edge of entrepreneurship and technology commercialization.”

Advanced computer modeling is used by Dan Negrut, a researcher and associate professor of mechanical engineering, to allow military and civilian vehicle manufacturers to understand — and predict — how vehicles will respond to terrain such as sand, mud or riverbeds.
Passion for innovation could help the environment

Cleaning up chemical spills in a cost-effective, environmentally friendly way is the goal of a research team at UW–Madison.

Shaoqin “Sarah” Gong, a researcher at the Wisconsin Institute for Discovery; Zhiyong Cai, a project leader at the U.S. Forest Products Laboratory; and graduate student Qifeng Zheng created the patented aerogel technology.

Aerogels are highly porous, extremely lightweight materials. The aerogel developed by the team is made with cellulose and an environmentally friendly polymer in a process that employs freeze-drying instead of solvents.

The resulting material has the ability to absorb nearly 100 times its own weight in contaminants such as heavy metals or petroleum. In the event of an oil spill, for example, an aerogel sheet placed in the water would efficiently absorb the oil. It could also be wrung out and reused for another couple of cycles.

The team is eager to advance the technology’s benefits beyond the scientific community. “We are living in a time where pollution is a serious problem — especially for human health and for animals in the ocean,” says Gong. “We are passionate to develop technology to make a positive societal impact.”

Student ideas and creativity power success

Building a culture of innovation sometimes begins with UW–Madison’s highly engaged, creative students. Their passion for finding innovative solutions with the potential for marketplace success is evident across the campus.

- Engineering students Cedric Kovacs-Johnson and Charles Haider, and Taylor Fahey, a computer sciences major, created Spectrom, an attachment for 3-D printers that allows users to incorporate seamless, on-demand color into the printing process. Their invention won the Schoofs Prize for Creativity, the Tong Prototype Prize and the Burrill Business Plan Competition.

- UW–Madison students Dan Litvak and Wes Schroll founded Fetch Rewards, which features an app that allows shoppers to scan items as they shop and automatically applies coupons to eligible items at checkout. Fetch Rewards won a total of $170,000 in four business plan competitions, including UW–Madison’s Innovative Minds Challenge, and was awarded a $500,000 Technology Development Loan from the Wisconsin Economic Development Corporation.

- As a student, biomedical engineer Sarah Sandock began developing a single-use timer that could be used like a wristwatch by nurses to alert them when to administer a drug or unhook a medical device. She formed a company, Dock Technologies, to market the timer and received investments from a Wisconsin School of Business class, several Wisconsin physicians, and the National Collegiate Innovators and Inventors Alliance.
The development of this new aerogel material was supported by the WARF Accelerator Program. It has been patented and now researchers are looking for paper or petroleum industry partners to scale-up and further develop the technology.
University Research Park

University Research Park partners with UW–Madison to encourage the development and commercialization of new, cutting-edge ideas. Many of the companies located at the University Research Park were founded on discoveries made at the University of Wisconsin–Madison. Established in 1984, its efforts and facilities enhance the state and local economies, while benefiting research and educational programs on campus.

URP by the numbers:

- **1.8 million square feet of office and laboratory space**
- **37 buildings on 260 acres**
- **more than 126 tenant companies**
- **more than 3,500 employees**
- **$183.3 million in value**
- **$260 million in annual payroll**
Wisconsin Alumni Research Foundation

Since 1925, the Wisconsin Alumni Research Foundation (WARF) has been investing in UW–Madison research, partnering with companies all over the world to help the university’s landmark discoveries improve the lives of millions.

WARF by the numbers:

- 6th among world universities for patents for new technologies
- $2.6 billion endowment
- 180 startup companies developed using WARF technologies
- $1.4 billion gift of licensing/investment earnings to UW–Madison
- 1,600 active patented technologies
- $1+ billion gross royalty revenue
University Research Park and the MGE Innovation Center on its campus were named among the world’s “10 especially crackling innovation hubs” by Forbes magazine.
Connections Build Economies

The quality of UW–Madison relationships — whether they are with people and companies just down the street or around the globe — are crucial to nurturing and sustaining economic development.

OCR is committed to enriching connections between business and the university to share the benefits of UW–Madison’s research and expertise. We are rooted in the Wisconsin Idea, the long-held principle that UW–Madison should improve lives beyond the classroom.

UpStart makes a difference for startups

Aspiring minority and women entrepreneurs planning to launch successful businesses are benefiting from a new program called UpStart.

Sponsored by the Wisconsin Alumni Research Foundation and the UW–Madison Small Business Development Center, the free program is taught by instructors from the center and local business professionals.

UpStart connects participants with campus and community resources and like-minded peers in a pair of 12-week sessions each year, with classes held in the evening.

In addition, UpStart offers a comprehensive, cohesive curriculum that helps participants establish realistic goals and identify next steps.

“Classes equip aspiring business owners with the tools to break barriers,” says Rafael Diaz, a licensing associate at WARF and UpStart program manager. “Participants have made huge strides, like placing products on the shelves of major vendors and turning a profit. Despite our diverse backgrounds, we share a common goal: success.”

Participants learn about ways to form new business relationships, legal and financial issues, market research, customer development, accounting and business-plan basics. For more information, visit warf.org/upstart.
Brazil Summit

More than 100 representatives from 40 companies interested in cracking Brazilian markets learned practical, topical advice from experts at the Brazil Business Summit on the UW–Madison campus in early 2014.

Sponsored by a number of campus units — including OCR — the event addressed the Brazilian political and economic climate. Business leaders learned from speakers from the U.S. and Brazilian governments, scholars who study Brazil and business professionals with hands-on experience in the Brazilian market. They covered a range of topics, including business culture and etiquette in Brazil, the nation’s economic trends, legal aspects of doing business in Brazil and advice for companies interested in entering the South American nation’s markets.

“It was an opportunity to share university, government and business expertise in one place and in a way that was relevant and useful to businesses with an interest in Brazil,” says Susan LaBelle, managing director of OCR.

Bridge to UW–Madison

Throughout 2014, OCR and our partners sponsored exciting new initiatives to help build businesses, economies and communities. This year will be no different. We invite you to connect with us to tap the power of university creativity, technical expertise and innovation.

• OCR joined the Wisconsin delegation at the BIO International Convention in San Diego, which resulted in more than 20 meetings with biotech and life science companies and representatives. These initial meetings led to campus visits, licensing conversations and new relationships.

• At the second annual UW–Madison Corporate Open House, co-sponsored by OCR, more than 140 representatives from Midwest businesses learned about opportunities to engage with the resources and experts across campus.

• OCR is a partner in a state-funded effort to help eight to 12 small and midsize companies develop global talent and help UW–Madison students gain internships.

• The inaugural Badger Startup Summit, organized by OCR, connected young Madison-based entrepreneurs with counterparts nationally to foster customer, supplier, partnering or investing relationships.
Building Innovation, Creating Connections
The Office of Corporate Relations can connect you with the resources, expertise and cutting-edge technology at UW–Madison to make new products, improve processes, create jobs and help grow the economy.

Let the staff from OCR help you with:

• Recruiting UW–Madison graduates and interns
• Attaining executive education and professional development
• Accessing faculty and staff research and expertise
• Finding technology resources
• Enhancing global competency
• Fostering entrepreneurship
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