WAYNE STATE
UNIVERSITY

Distinctively Wayne State University Strategic Plan 2016-21 Update

Entrepreneurship

Ned Staebler
Vice President, Economic Development
President/CEO, TechTown

Preamble

We commit to enabling our university to become a bustling hub of innovation, where new ideas are constantly developed into new ventures; students and faculty collaborate through TechTown Detroit to mentor community, urban, and minority entrepreneurs; and industry leaders and startup CEOs seek innovative resources. Our lively exchange of new ideas and our innovative collaboration both on and off campus will allow the translation of research and development into entrepreneurship, which will permeate our campus culture and increase the growth and vitality of the university, the city, and the region.

- 2 Goals
- 13 Objectives

Goals

1. Create a Thriving Culture Where New Ideas and New Ventures Are Consistently Developed and Rewarded

2. Simplify/Coordinate/Enhance the Process of Innovation and Entrepreneurship

Goal #1

Create a Thriving Culture Where New Ideas and New Ventures Are Consistently Developed and Rewarded

Goal 1: Create a Thriving Culture Where New Ideas and New Ventures Are Consistently Developed and Rewarded

Strategic Plan Objectives

- Increase opportunities for corporate executives to participate in the academic life of the university

- Engage faculty to develop signature forums where new ideas and ventures are discussed, synergies between innovators and entrepreneurs are discovered and expanded, and which champion the university's role as a center of innovation and entrepreneurship

- **Increase the number of our students exposed to the opportunities and challenges of entrepreneurship through internships, co-op programs, and other opportunities**

- **Through TechTown Detroit; the Anderson Engineering Ventures Institute; our colleges; and other entrepreneurial, governmental, and business organizations, enhance relationships with entrepreneurs and the broader business community and create entrepreneurial courses and programs throughout the university**

Goal 1: Create a Thriving Culture Where New Ideas and New Ventures Are Consistently Developed and Rewarded

Strategic Plan Objectives

- **Create a Council of Entrepreneurship to coordinate entrepreneurial activities in collaboration with the Office of Technology Commercialization and the Office of Research Development**

- **Become a thought leader in innovation and entrepreneurship, particularly through collaboration with organizations promoting entrepreneurship and impacting Detroit's revitalization (including the University Research Corridor)**

- Create measurable goals for each stakeholder group that encourage accountability, demonstrably drive entrepreneurship, and award the achievement of their goals

- Increase opportunities for entrepreneurial and startup CEOs (including minority and urban CEOs) to contribute to the academic life of the university through lectures and seminars, executive-in-residence positions, and on advisory boards

Goal #2

Simplify/Coordinate/Enhance the Process of Innovation and Entrepreneurship

Goal 2: Simplify/Coordinate/Enhance the Process of Innovation and Entrepreneurship

Strategic Plan Objectives

- Develop a coordinated approach to the engagement of faculty, staff, and students in the creation of a comprehensive entrepreneurship educational and training program, which will include non-degree options, opportunities for urban and minority entrepreneurs, learning delivery options, and social entrepreneurship

- Ensure the development of entrepreneurial courses

- Facilitate collaborations and partnerships with industry, foundations, and the venture community to drive innovation and commercialization domestically and globally

- Coordinate and scale current innovation programs across the university through the Office of Technology Commercialization in collaboration with the Council of Entrepreneurship and the Office of Research Development, which are being created

- Ensure that university leadership takes tangible steps to remove institutional impediments to driving innovation and entrepreneurship

Innovation & Entrepreneurship Steering Committee

Co-led by TechTown staff and WSU faculty, the Innovation and Entrepreneurship steering committee includes representatives from various university departments and academic disciplines. The committee serves to simplify and enhance Wayne State's strategic priority of student-centered entrepreneurship education and programming by developing coordinated approaches to engagement.

Measurable objectives:

- Provide recommendations for coordinated student-centric degree and non-degree learning opportunities, supporting student talent development and amplification

- Create a framework for regular assessment of efficacy of innovation and entrepreneurship education and programming at Wayne State; making recommendations to the Council on Entrepreneurship

- Create a framework for identifying and facilitating partnerships specific to innovation and entrepreneurship

Office of Business Innovation

Matt Roling
Executive Director
WSU Office of Business
Innovation

Purpose
- Streamline private sector engagement
- Own and elevate technology commercialization
- Coordinate innovation and entrepreneurship activities

Positioning
- Co-location of technology commercialization and corporate engagement is a best practice
- Vision is to be located at the WSU Industry Innovation Center
- OBI Executive Director reports to President through the steering committee (VPR, VP of Dev, VP of Econ Dev, OGC, VP of Finance, and Provost)

Office of Business Innovation

Responsibilities
- Coordinate the university's relationships with businesses, industry associations, national organizations and other entities wishing to access WSU resources and forge research partnerships. These interactions will be facilitated through the steering committee.
- Oversee and provide strategic and visionary leadership to the university's Office of Technology Commercialization.
- Develop key innovation/research partnerships between internal and external constituents, including day-to-day oversight of the business, legal and operational decisions, and practices that impact the university's risk management, reputation, and integrity.
- Manage policies and practices to assess, protect and commercialize the discoveries and inventions from university research.
- Develop agreements on behalf of the university involving intellectual property including negotiating and managing equity positions in agreements involving university startups.
- Access, improve and guide campus wide efforts to create successful relationships between business and WSU faculty and students.
- Lead coordinated efforts with schools, colleges and divisions to ensure that relationships with external entities are efficient and collaborative.
- Oversee the OBI budget, administration, and personnel which includes the Office of Technology Commercialization, Foundation and Industry Contracts Administration and Foundation and Industry Legal Affairs.

Innovation Hub & Studio

The WSU Innovation Studio, powered by TechTown, is a collaborative space that sparks a student's entrepreneurial journey through brainstorming, coaching, and training.

Located at the WSU Industry Innovation Center, we provide WSU students with exposure to innovation and entrepreneurship, offer free assistance toward developing projects and business ventures, and help students develop skills and connect with experiences and resources they will need to succeed in a 21st century workforce.
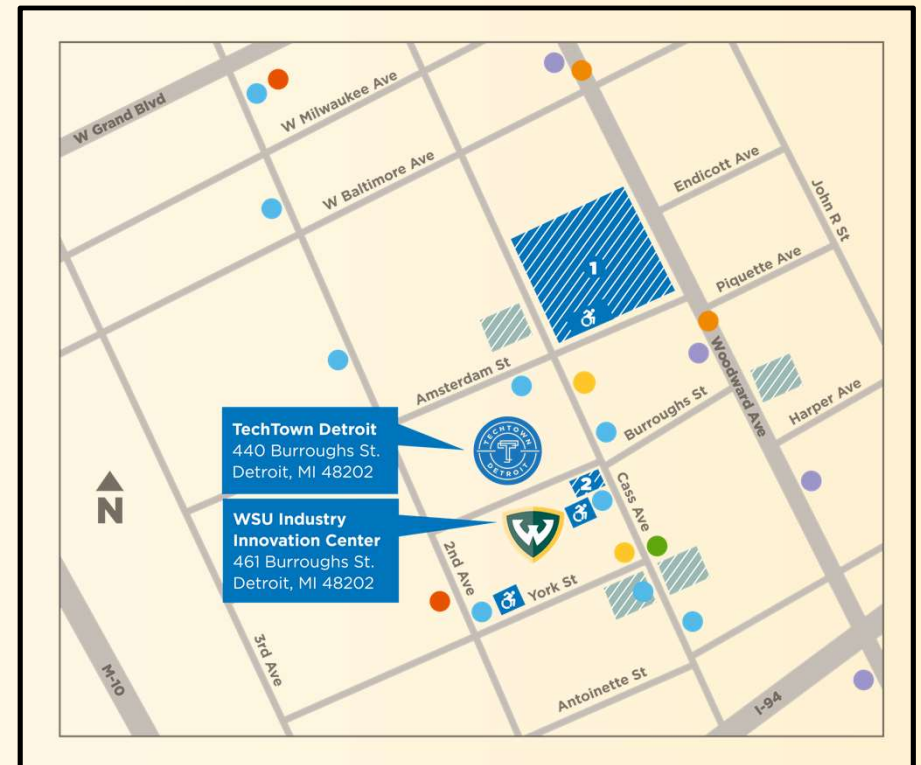
Innovation Hub & Studio

Jenifer Daniels
Director
WSU Innovation Studio

We provide students with the following free resources:
- Drop-in work days
- Design thinking library
- Roadmapping sessions
- Business education
- Curated innovation and entrepreneurship events calendar

We work with:
- School of Library and Information Sciences
- Mike Ilitch School of Business
- College of Social Work
- College of Engineering
- College of Fine, Performing and Communications Arts
- Law School Business Clinic
- Tech Commercialization
- Student business groups and clubs and via learning communities

Detroit Urban Solutions

Paul Riser
Director
Detroit Urban Solutions

Detroit Urban Solutions is a technology innovation consortium dedicated to developing cutting edge solutions to challenges facing Detroit and other urban areas.

The consortium focuses on smart city technologies, including mobility, energy, digital health and civic technologies.

While leveraging the work of MedHealth, Fintech Challenge, Erie Hack and the Motown Musician Program, DUS will leverage CivLAB as its lead thought and strategy partner and will continue the process of completing an ecosystem mapping exercise in partnership with Data Driven Detroit, funded by Microsoft.

STEAM Challenge

Third Annual Event

- Hosted by School of Social Work and Mike Ilitch School of Business

- Theme: Innovating change and developing solutions towards a just society

- $25,000 in prizes

- Interdisciplinary teams

- Judged by leaders in the local entrepreneurial community

Belinsky Entrepreneurship Learning Laboratory (BELL)

Resources, insights, and expertise to help launch sustainable, investment-ready student startups, and startups based on Wayne State intellectual property

- BELL Student Fellows

- BELL Insights Series

- BELL Challenge

- Support for the WSU MTRAC Hub for Advanced Computing Technologies

Corporate Mentorship Program

A career-focused formal one-on-one mentorship program for first-generation college students

- Mentor and student meet at least once a month during academic year (September-April)
- Student visits mentor at their office, attends professional events
- Mentors provide career guidance and advice on career goals, job search, professional behavior, industry information, networking, etc.
- Student & Program Director(s) maintain regular & consistent communication throughout program