“Promote active entrepreneurship and vibrant external partnerships”
KUIC is the Commercialization Arm of the University of Kansas

- Intellectual Property (IP) Management & Commercialization
- Corporate Partnerships
- Entrepreneurship Programming
- 501(c)3 - Provost as Chair of the Board
- Serves all KU campuses
The KU Center for Entrepreneurship, housed at the School of Business, was established to develop an entrepreneurial mindset among KU students and faculty.

- Launch and grow businesses
- Provide clinical application opportunities to cement learning
- Contribute economically and socially to the community/region
  - US Dept. of Commerce grant
  - One of only 40 UCs in US
  - $545K over 5 years plus match provided by supportive KU alumni
What is B SChool Entrepreneurship?

- Provides highly experiential education
  - All courses require clinical application of process, models, theories acquired in classroom
- All entrepreneurship courses utilize Lean Startup approach
  - Business model canvas, customer development, minimum viable product
  - Taught at leading institutions (Stanford, UC Berkley, Princeton, Michigan)
- Help commercialize new KU/regional technologies
  - Commercialization plan development for potential licensing revenues
  - The KU Catalyst student new business accelerator
- Creates social value, serves the community:
  - 15+ new ventures are planned every year
  - 40+ outreach activities providing experiential learning opportunities in ENTR classes
  - KS jobs are created/saved by RedTire program
Growth in Entrepreneurship Enrollment

- Interest in entrepreneurship degrees continues: 82 students earning Concentration, 100+ pursuing Certificate
- Largest concentration in the business school
Jayhawk consulting

- 20+ organizations/year consulted
- On-demand consulting and business services to KS companies
- Hands on experiential learning for students
- Provides new employee talent

http://jayhawkconsulting.org/
• **Student Startup Accelerator**
  - Provides resource access critical to startup launch success: *space, education, mentoring, access to capital for student new ventures*
  - Located on west campus at BTBC
  - Currently 12 companies in residence
• Startup School@KU
• iCorp @KU
• Swift Startup License

Transparent and supportive infrastructure to assist KU faculty, staff and students in starting companies.
• **Goal:** accelerate the startup process and increase chances of success.

• **Format:** 3–3 hr sessions based on the lean startup model

• **End deliverable:** POC application
  – Leverage existing program
  – Develop idea inside KU while further developing the business concept

• **Collaboration:** KU School of Business – Curriculum, Teaching

• Held each semester
• Experiences Entrepreneurs Speak on Session Topics
• Alumni and Friends of KU

  – **Successful Startups** – Wilton Risenhoover – UCLA Venture Fund Investment Committee Chair - ’93 CS
  – **Generating Ideas** – Brian McClendon – Uber – ’86 EE
  – **Building Product** – Davyeon Ross, ShotTracker, Inc.
  – **Financing** – Trish Brasted, Wichita Technology Corporation; Jason Tatge, Farmobile LLC
  – **Growth** – Toby Rush, EyeVerify
  – **Operations** – Jeff Stowell, Royal Street Ventures, ‘97 Political Science; ‘01 Law
ICORP@KU – BEING PLANNED

- **Goal**: Prepare researchers on *How to Start a Company* leveraging NSF iCorp

- **Team Based Approach**
  - Principal investigator
  - Entrepreneurial lead
  - Mentors

- **Collaboration**: School of Business, Alumn Association

- **Customer Discovery**: industry engagement talking to customers, partners, and competitors;
• **What**: Simple, ready-to-use license agreement for KU start-up companies

• **Goal**: Stimulate creation of new KU companies through the provision of transparent licensing term

• **Terms**:
  - back-end loaded deal structure
  - no upfront payments
  - no past patent costs (up to $20K)
  - no annual minimum fees
  - no minimum royalties
  - Single, low flat patent royalty rate
  - Success fee at the time of an exit/liquidation event.

• **Eligibility**
  - Complete the Startup School@KU program
  - Faculty company founder
• University Economic Development Association (UEDA) Awards of Excellence
  – Innovation & Entrepreneurship Award for Entrepreneurs@KU
  – Anchorage, AK
  – October 2015
**GROWING KU COMPANIES IN KANSAS**

**Unique Partnership Among KU, City of Lawrence, Douglas County, Kansas Dept of Commerce, and Lawrence Chamber**

- **Connections**
  - Researchers, Facilities, Students at KU
  - BTBC Companies

- **Guidance**
  - Entrepreneurs-in-Residence
  - Help develop and scale high-tech companies

- **Facilities**
  - 85,000 sq ft of space for companies
  - Open, collaborative culture
Group of Entrepreneurs Who Help Build High-Growth Companies in the Midwest

- KU a Pipeline University Partner
- The next step for KU entrepreneurs
  - Build the Company
  - Build their Network
  - Mentorship
- KU Student Innovator of the Year
- Apply – 10th Anniversary Class
  - Deadline October 2016
  - www.pipelineentrepreneurs.com
THANK YOU

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