



# IMPACT REPORT

## MOVING CAMPUS INNOVATION FORWARD

Fall 2020

“One of the best ways UW can fulfill the promise of the Wisconsin Idea is by helping faculty, staff, and students to bring their discoveries and inventions out of the lab (and the dorm room) and into the world. With a combination of creativity and expertise, D2P and its partners in the Innovate Network are leading our efforts to bridge the distance from invention to commercialization, build a campus culture of entrepreneurship, and nurture a strong regional entrepreneurial ecosystem. This work will keep UW on the leading edge of innovation for generations to come.”

—CHANCELLOR REBECCA BLANK



COLLABORATING WITH PARTNERS

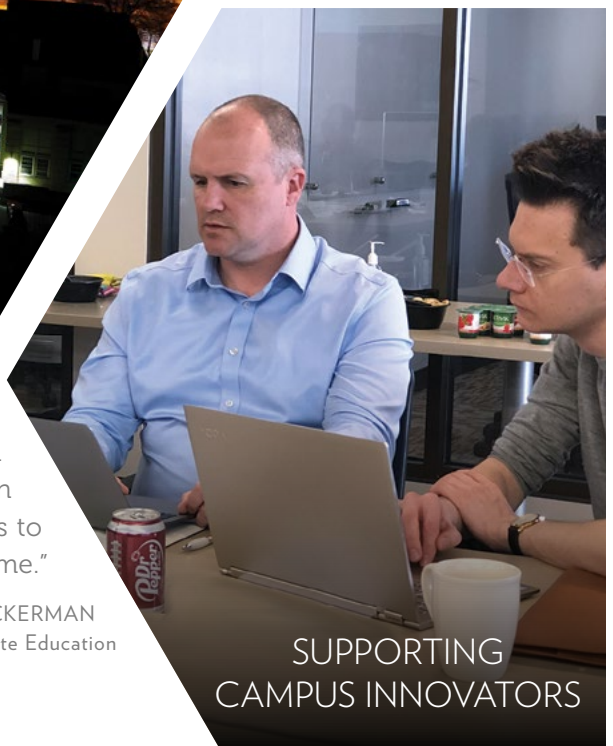


ILLUMINATING INNOVATION

“COVID-19 dramatically changed how we conduct research on campus, and innovation and problem-solving are more important than ever. D2P offers robust and relevant resources to campus innovators during this challenging time.”

— STEVE ACKERMAN

Vice Chancellor for Research and Graduate Education



SUPPORTING CAMPUS INNOVATORS

# SUPPORTING INNOVATORS

D2P provides mentoring, tools, funding and education to innovators at the University of Wisconsin–Madison.



Students in D2P's Innovation to Market program.

## EDUCATION EXPANDS HORIZONS

Entrepreneurship is another pathway for campus innovators to apply their work, research, creativity, and passion to impact lives locally and globally. D2P's non-credit programs foster a community of faculty, staff and students who see the Wisconsin Idea as an action plan. Programs are designed with a hands-on learning approach, and whether the end result is the formation of a startup or a fresh perspective on research, participants gain real experience in taking a concept from idea to reality.

## A HEAD START FOR STARTUPS

D2P has helped launch or grow 56 startups since its inception in 2014. Recent graduate Ben Winters worked with D2P to help launch FoodChain during the last year of his undergraduate degree program in the School of Business. FoodChain is a digital marketplace that directly connects producers of local foods with purchasers. Learn more about Ben's story and meet other campus innovators launching companies, advancing technologies, and developing solutions to social problems at [d2p.wisc.edu/innovators](http://d2p.wisc.edu/innovators).

### FY2020 INNOVATOR IMPACTS

**122**  
PARTICIPANTS IN  
EDUCATION PROGRAMS

**173**  
UNIQUE  
PROJECTS

**\$1.6 M**  
AWARDED TO  
16 CAMPUS PI'S



Ben Winters and Jake Levitt, co-founders of FoodChain

"D2P was incredibly helpful with their business guidance, connections to local mentors and potential users, and insights on financing opportunities. The Igniter program was crucial for FoodChain's development, truly accelerating our business's growth."

— BEN WINTERS,  
UW alum and co-founder of FoodChain

"I was expecting a quick path to success with a lightbulb 'aha' moment; instead I learned the detailed, meticulous way to craft a business idea from the ground up. I had to put aside my own bias to see how potential users and investors would see my product. This was a great foray into creating my startup, and I appreciate the support, resources, and experience."

— UW-MADISON STAFF PARTICIPANT  
D2P's Fall 2019 Innovation to Market program

# CHANGING LIVES

## GUIDED MENTORSHIP

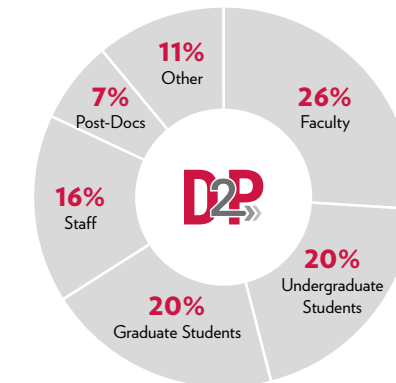
D2P's Innovation and Commercialization Specialists are skilled mentors that help guide campus innovators with lessons on how to listen, learn, and pivot when necessary—and they stay with clients for the long haul, offering individualized coaching and guidance for project teams at all stages, from pre-incorporation through growth.

### FY2020 MENTOR IMPACTS

**1,167**  
MENTOR  
HOURS

**335**  
PEOPLE  
INDIVIDUALLY MENTORED

### MENTEE ROLES



D2P mentor Cecily Brose meets with campus innovator Kattia Jiménez.

"Innovate is a fantastic resource! I support a master's degree program in Biomedical Innovation, Design, and Entrepreneurship, and my students will greatly benefit from this information."

— JANNA POLLOCK,  
Student Services Coordinator, College of Engineering

## THE FRONT DOOR TO CAMPUS INNOVATION

Entrepreneurial resources at UW–Madison are numerous, but very decentralized. Campus innovators often don't know where to start. D2P launched the Innovate website and monthly Innovate Insider newsletter in April 2019 to make it easier to find and connect with resources. [innovate.wisc.edu](http://innovate.wisc.edu) features trainings, events, funding, and other types of support provided by over 30 campus units, affiliates, and community partners working to help campus innovators develop their creative ideas.



### INNOVATE WEBSITE IMPACTS, FIRST YEAR



# THE POWER OF PARTNERSHIP

Bringing diverse campus and community partners together to work on common goals around innovation/entrepreneurship.



“D2P is doing great things for our entrepreneurial ecosystem. I was very impressed by what I learned and excited about the potential of the Innovate Network and the efforts to building a collaborative environment for this work. This is a great opportunity for partners to come together to enrich and expand entrepreneurial resources and expertise at UW–Madison.”

— TOM ERICKSON  
Founding Director, School of Computer, Data & Information Sciences

“D2P has been a critical liaison to campus and co-lead as we work together to engage over 200 entrepreneurial support organizations in the region. We’re excited to be collaborating on an interactive searchable database that will include both campus and community resources for innovators.”

— CHANDRA MILLER-FIENEN  
Outgoing Executive Director for StartingBlock Madison

## FACILITATING CONNECTED SOLUTIONS

The Innovate Network is a collaborative member group that includes 18 university entities and campus affiliates working together to better support campus innovators. The group’s shared goals include building a stronger culture of entrepreneurship on campus and strengthening connections to the Madison entrepreneurial community. D2P facilitates quarterly meetings with the network to coordinate shared events, communications, and tools that improve handoffs and collaboration between programs.

## BRIDGING CAMPUS AND COMMUNITY

This spring, D2P kicked off planning for the campus implementation of Start In Wisconsin, a new tool that will expand the resource-finding capabilities of the Innovate website. Wisconsin Economic Development Corporation and UW System are leading the project at the statewide level, and D2P is co-leading regional implementation with StartingBlock Madison.



## COORDINATED LEADERSHIP

The Innovation, Entrepreneurship, and Commercialization Coordinating Council is a group of twelve representatives from schools, colleges and campus affiliates working to tackle large strategic issues for campus innovation at the leadership level. D2P facilitates the council’s shared work on initiatives like developing strategies to attract top talent, seeking additional funding to support innovators and startups, and creating synergy, collaboration, and alignment across innovator support programming.



# ILLUMINATING BADGER INNOVATION

D2P works to raise awareness of the value of innovation, across campus and beyond.

## ENTREPRENEURSHIP: A CAMPUS POINT OF PRIDE

UW–Madison is rich with resources, success stories, and connections for innovators. D2P works to share these pride points widely with campus, the media, and other stakeholders.

“The University of Wisconsin-Madison is a major catalyst for tech and startup activity in Wisconsin. It’s regularly ranked among the top schools for startup founders. UW–Madison is at the center of the city’s tech boom, and the university wants to make sure current students know where to go to find entrepreneurial tools and resources to fuel the next generation of tech growth in Madison.

—WISCONSIN INNO,  
“UW–Madison to hold Startup Week to Spotlight Campus Entrepreneurship,” October 2019

## CANVASSING THE CAMPUS TO BUILD A PIPELINE OF INNOVATORS

D2P’s team of innovation and commercialization experts proactively reach out to share the value of an entrepreneurial mindset and offer help to develop technologies and creative ideas from all corners of the university.

IN FY20, WE CONNECTED WITH

**165**  
INNOVATORS

FROM  
**18**

DIFFERENT SCHOOLS,  
COLLEGES, AND  
ADMIN UNITS

REPRESENTING  
**90+**

UNIQUE DEPARTMENTS,  
PROGRAMS, CENTERS,  
AND INSTITUTES.

## OUTREACH PROGRAMMING

In partnership with the Wisconsin Alumni Research Foundation and Innovate Network partners, D2P helped produce or present 21 campus-wide programs that engaged over 1,000 people over the last year. Notably, D2P spearheaded the first UW–Madison Startup Week, featuring 24 events hosted by twelve campus partners that reached over 700 participants over a one-week period in November 2019.



“D2P is an invaluable partner in helping to recruit the best talent to UW–Madison. The Department of Chemistry was delighted with the orientation D2P provided to assist us in a successful new faculty recruitment. Their expertise in highlighting the support for entrepreneurship on campus was critical in landing our candidate. UW–Madison’s status as a world-class research institution is greatly enhanced by a supportive environment for entrepreneurship and commercialization of research.”

— JUDITH BURSTYN  
Professor and Department Chair, Irving Shain  
Chair of Chemistry, Department of Chemistry

“I wanted to express my appreciation for your talk in Bact 375 today. Your background and present activities are remarkable, and the class (and especially myself and Sabine) really enjoyed and learned from your presentation.”

— ERIC A. JOHNSON  
Professor, Department of Bacteriology



Created through a partnership between UW-Madison and the Wisconsin Alumni Research Foundation, Discovery to Product is a unit within the Office of the Vice Chancellor for Research and Graduate Education.

#### STAFF

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