Supporting Innovators

D2P PROVIDES MENTORING, TOOLS, FUNDING AND EDUCATION TO INNOVATORS AT THE UNIVERSITY OF WISCONSIN–MADISON.

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. 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 over 90 startups since its inception in 2014. For example, while a PhD student at UW–Madison, Margaret Lumley and Professor Kyoung-Shin Choi worked with D2P to launch ChloBis Water, Inc., which is developing an energy-efficient water desalination technology. Learn more about their story and meet other campus innovators launching companies, advancing technologies and developing solutions to social problems at D2P.wisc.edu/innovators.

FY22 INNOVATOR IMPACTS:

213
UNIQUE PROJECTS

127
PARTICIPANTS IN EDUCATION PROGRAMS

$980K
AWARDED TO 16 CAMPUS PI’S

D2P is the campus front door to a wealth of resources for UW–Madison’s growing community of innovators and entrepreneurs. Their experienced team of professionals provides expert mentorship, education and guidance to turn ideas into impact.

Steve Ackerman, Vice Chancellor for Research & Graduate Education

Illuminating Badger Innovation

CANVASSING THE CAMPUS TO BUILD A PIPELINE OF INNOVATORS
D2P’s Innovation and Commercialization Specialists proactively reach out to share the value of an entrepreneurial mindset and help develop technologies and creative ideas from all corners of the university.

IN FY22, WE CONNECTED WITH:

186
INNOVATORS

109
UNIQUE DEPARTMENTS, PROGRAMS, CENTERS AND INSTITUTES

17
SCHOOLS, COLLEGES AND ADMIN UNITS

OUTREACH PROGRAMMING
D2P produces the annual Innovate Week, where campus and community organizations offer events, networking and resources for faculty, students and staff.
Changing Lives

D2P’S EXPERIENCED AND SKILLED MENTORS WORK CLOSELY WITH CAMPUS INNOVATORS, EVERY STEP OF THE WAY, TO HELP THEM TURN THEIR IDEAS INTO REALITY.

GUIDED MENTORSHIP
D2P’s Innovation and Commercialization Specialists are skilled mentors who 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.

THE FRONT DOOR TO CAMPUS INNOVATION
Entrepreneurial resources at UW–Madison are numerous and decentralized. D2P produces the Innovate website and monthly Innovate Insider newsletter to make it easier to find and connect with resources. Innovate.wisc.edu features training, events, funding and other types of support from campus units, affiliates and community partners working to help campus innovators develop their creative ideas.

Igniter is an incredible program where in 14 weeks you have all the tools and resources you need to create impact with your idea. D2P’s fantastic mentors will work closely with you to guide and help you through the journey.

Ligia da Cunha Moreira, Research Associate, Animal Sciences

MENTEE ROLES

FY22 MENTOR IMPACTS

368 PEOPLE INDIVIDUALLY MENTORED

1,603 MENTOR HOURS

INNOVATE WEBSITE + NEWSLETTER IMPACTS:

8,859 WEBSITE USERS
20,840 WEBSITE PAGEVIEWS
1,572 E-NEWS SUBSCRIBERS

MENTEE ROLES

Not only did D2P give us invaluable guidance on how to transform our idea into a process leading to its realization, but we found validation and encouragement that enabled us to focus and open up opportunities for grant-funded research.

Paolo Desiati, Assistant Research Professor, Wisconsin IceCube Particle Astrophysics Center
The Power of Partnership
BRINGING DIVERSE CAMPUS AND COMMUNITY PARTNERS TOGETHER TO WORK ON COMMON GOALS AROUND INNOVATION/ENTREPRENEURSHIP

BRIDGING CAMPUS & COMMUNITY
D2P administers Start In UW–Madison, a tool that expands the resource-finding capabilities of the Innovate website. The Wisconsin Economic Development Corporation (WEDC) and UW System lead the overall Start In project at the state level and D2P co-leads management of the regional version with StartingBlock Madison.

FACILITATING SOLUTIONS
The Innovate Network is a collaborative member group of 19 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.

D2P provides structure, funding, and most importantly, focused support for founders, recognizing their background is in academia, not the business world. D2P not only advances the technologies to market, but also keeps the cutting-edge ideas and economic potential rooted in Wisconsin.

Aaron Hagar, Vice President, Entrepreneurship & Innovation, Wisconsin Economic Development Corporation (WEDC)

MISSION
Empower campus innovators to realize The Wisconsin Idea by transforming ideas into products and services that change the world.

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