

Advancing Innovation

DISCOVERY TO PRODUCT (D2P)
IMPACT REPORT
FALL 2023

D2P.wisc.edu



Innovation to Impact

D2P PROVIDES MENTORING, FUNDING AND TRAINING TO INNOVATORS AT THE UNIVERSITY OF WISCONSIN-MADISON.

AVENUES TO IMPACT

D2P's non-credit programs serve faculty, staff and students who see the Wisconsin Idea as an action plan. Innovation and entrepreneurship are pathways to solving big problems, benefiting society and creating value for Wisconsin. D2P programs are designed with a hands-on learning approach. Whether the result is a product, service or startup—or a fresh perspective on research—participants gain real experience taking an idea to impact.

A HEAD START FOR STARTUPS

D2P has helped launch or grow 117 startups since 2014. UW-Madison's Kevin Barnett, PhD and Professor George Huber received D2P training, funding and mentoring to launch Pyran, Inc., which is developing renewable alternatives to petroleum-based chemicals. Learn more about their story and meet other campus innovators launching companies, advancing technologies and creating social impact solutions at D2P.wisc.edu/innovators.



D2P's expert staff, programs and collaborative spirit continue to move campus innovation and entrepreneurship forward. Their resources help transform ideas originating at UW-Madison into products and services that change the world.

Steve Ackerman,
Vice Chancellor for Research
& Graduate Education

D2P IMPACTS:

\$1.6M

AWARDED TO 35
CAMPUS PI'S FY23

117

STARTUPS TO
DATE

\$200M+

FOLLOW-ON FUNDING
TO DATE POST D2P*

**Pitchbook, grant records, other
publicly available sources*

STARTUPS SUPPORTED INCLUDE:

- AIQ Solutions
- Atrility Medical
- AyrFlo
- Cellular Logistics
- ChloBis Water
- Immuto Scientific
- Pyran
- SixLine Semiconductor
- Stem Pharm
- Voximetry

More at: D2P.wisc.edu/startups

Advancing Badger Innovation

D2P's Innovation and Commercialization Mentors proactively share the value of an entrepreneurial mindset and advance technologies and creative ideas from all corners of the university.

IN FY23, D2P SERVED INNOVATORS FROM:

17

SCHOOLS, COLLEGES
AND ADMIN UNITS

105

UNIQUE DEPARTMENTS,
PROGRAMS, CENTERS
AND INSTITUTES



D2P mentor Cecily Brose (left) with
Klay Liu (right), Department of Food Science

Supporting Campus Innovators

D2P'S EXPERIENCED MENTORS WORK CLOSELY WITH CAMPUS INNOVATORS EVERY STEP OF THE WAY, TO HELP THEM TURN THEIR IDEAS INTO IMPACT.

EXPERT MENTORSHIP

D2P's Innovation and Commercialization Mentors are veteran business developers, entrepreneurs, product managers, and startup executives. They stay with clients through all stages, offering individualized coaching and guidance, from pre-incorporation through growth.

THE FRONT DOOR TO CAMPUS INNOVATION

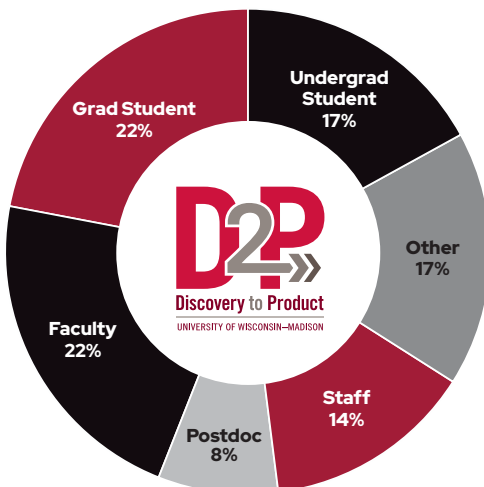
Entrepreneurial resources at UW–Madison are numerous and decentralized. D2P's Innovate website and monthly *Innovate Insider* newsletter pull together resources, programs, funding and events from across campus units, affiliates and community partners. D2P's mentors connect clients to the right resources at the right time to optimize and accelerate their innovations.



With a diverse knowledge base to draw on, D2P mentors offer a robust learning experience. Whether you are a faculty, student, or staff innovator, they provide the tools to assess your idea and navigate the best course for success.

Brian Pogue, Professor &
Chair, Department of
Medical Physics

FY23 MENTORING SNAPSHOT:



379
CAMPUS CLIENTS

1,472
MENTOR HOURS

INNOVATE WEBSITE + NEWSLETTER IMPACTS:

10,673	25,604	1,785
WEBSITE USERS	WEBSITE PAGEVIEWS	E-NEWS SUBSCRIBERS

Thank you to the teaching team at D2P for the engaging program, and my mentor, who provided insights during our weekly meetings. My entrepreneurial journey benefited greatly from the whole experience. Highly recommended!

Katy Jenkins, CEO,
SixLine Semiconductor



D2P mentor Abram Becker (center) with Victor Fernandes (left) and Robert Jeraj (right), Department of Medical Physics

The Power of Partnership

BRINGING CAMPUS AND COMMUNITY PARTNERS TOGETHER
AROUND INNOVATION & ENTREPRENEURSHIP

COLLABORATION FOR RESULTS

The Innovate Network is a collective group of 19 university and affiliate entrepreneurial support organizations working to enhance collaboration, support campus innovators, and foster a campus culture of entrepreneurship. D2P facilitates quarterly meetings to share information, coordinate programs and events, and build connections so innovators can better access resources and navigate the campus and community ecosystem.



OUTREACH PROGRAMMING

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



D2P is a tremendous asset to UW-Madison and our community, helping speed the flow of innovation from lab to marketplace.

Seeing so many outstanding D2P-nurtured startups participating and placing at this year's Wisconsin Governor's Business Plan Contest was terrific.

Tom Still, President,
Wisconsin Technology
Council



D2P mentor Aimee Arnoldussen (left) with Joshua Roth (right),
Department of Orthopedics and Rehabilitation

MISSION



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



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