

UNIVERSITY RESEARCH PARK STRATEGIC PLAN

MISSION

To encourage technology development and commercialization that advances the economy and benefits research and related educational programs at the University of Wisconsin-Madison, and serve as UW's primary real estate development arm, providing facilities and entrepreneurial real estate development service.

To advance our mission, we:

- Support technology transfer and commercialization of intellectual property arising from University of Wisconsin-Madison research.
- Support research, employment and related educational programs.
- Provide facilities and services needed by start-up companies.
- Support educational outreach.
- Perform real estate development services as needed by the University of Wisconsin-Madison.
- Provide real estate service to companies outside of Madison and UW-Madison that may have a direct or indirect benefit to UW-Madison and the State and local economy.
- Support the principles of the Wisconsin Idea.

VISION FOR 2010 - 2011

University Research Parks are providing value to the University and enhancing the economic health of the State of Wisconsin.

INDICATORS OF SUCCESS

- The Parks are attracting new start-up companies from University research efforts, as well as companies originating from off campus -- including companies from an expanding range of disciplines.
- Companies in the Parks access the services, expertise, and funding they need and are succeeding.
- URP provides specialized facilities at the Metro Innovation Center for high-technology entrepreneurs and students desiring a downtown location.
- The Parks are recognized internationally and some companies use Madison as their national/international headquarters.
- The state and local economy are directly benefiting from the successful companies in the Parks.
- Efforts to recruit and retain excellent faculty and students are enhanced due to opportunities provided by the Parks.
- Business leaders are investing their money and expertise in the developing stages of new companies.
- University Research Park shows consistent and measurable fiscal health based on annual goals and benchmarks set by University Research Park staff and Trustees.
- University Research Park generates surpluses from real estate related activities and investments and provides a portion of those resources to support programs identified by the Chancellor to benefit UW-Madison.

PRIMARY BENEFICIARIES

- The University of Wisconsin-Madison
- The City of Madison, the State of Wisconsin, and their residents
- Researchers
- Students
- Employees
- Tenants
- Sister parks

STRATEGIC PRIORITIES AND ACTIONS

Strengthen and Leverage Connections with the University

- Partner with the Wisconsin Institutes for Discovery.
- Develop School, College, and Departmental relationships in areas where intellectual property with commercial potential is being created.
- Establish connections with research centers and their students.
- Establish transportation systems to facilitate linkages.
- Continue partnerships with the Office of Corporate Relations, WARF, and UW Alumni Association.

Attract Companies to the Research Parks

- Learn through focus groups/surveys about the needs and interests of new companies.
- Partner with OCR, WARF, School of Business, UW Alumni Association, entrepreneurs, and others to help identify potential new companies, tenants and facilities.
- Encourage faculty and staff to explore the business potential for their research by linking them with experts.
- Engage entrepreneurs in identifying potential companies and in starting their own companies using our technologies.
- Attract a greater variety of companies, including academic staff start-ups, social science consulting services, and more high-tech, software companies.

Foster the Success of Companies in the Research Parks

- Learn needs of URP companies through surveys and focus groups.
- Partner with business leaders, OCR, WARF, schools/colleges, and others to build a range of services for early stage start-ups, including those that have not yet established a need for space in the Park.
- Provide access to university resources including graduate students, faculty, workforce recruiting, library, social science data base, and continuing education.
- Facilitate collaboration with companies in other parks and states.
- Provide state-of-the-art technology infrastructure.

Create Systems to Enable Connections and Collaboration

- Provide technological systems for virtual meetings and shared learning opportunities.
- Consider providing transportation systems for faculty, staff, and others between campus, the Parks, and the airport.

Serve the University through URP Development, LLC

- Provide land banking services to the University for future growth of the campus.
- Provide alternative real estate space opportunities for campus academic and housing needs.