



## **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.**

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.

### **Vision for 2010**

**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 can access the services, expertise, and funding they need and are succeeding.
- A third park is under consideration, due to the growth of companies.
- 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 growth based on annual goals and benchmarks set by University Research Park staff and Trustees.

## **Primary Beneficiaries**

- The University of Wisconsin-Madison
- The city of Madison, the state of Wisconsin and the region
- Researchers
- Students
- Employees
- Tenants
- Sister parks

## **Strategic Priorities**

Strengthen and Leverage Connections with the University

Attract Companies to the Research Parks

Foster the Success of Companies in the Research Parks

Create Systems to Enable Connections and Collaboration

Serve the University through the Development Corporation

## **Strategic Priorities and Actions**

### **Strengthen and Leverage Connections with the University**

- Partner with the Wisconsin Institute 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 and WARF

### **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.
- 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, even 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 the Development Corporation**

- 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.
- Serve as UW-Madison's primary real estate development arm, providing facilities and entrepreneurial real estate development services.