



Year Four (2010) Accomplishments

The Wiscontrepneur Initiative consists of programs and activities designed to support and enhance entrepreneurship across the UW-Madison campus and, ultimately, throughout the state of Wisconsin. Begun in early 2007, the initiative is supported in part with funding from the Ewing Marion Kauffman Foundation of Kansas City. This summary highlights Wiscontrepneur accomplishments made possible by the energy and enthusiasm of UW-Madison faculty, staff and students during 2010 and FY 11 (ending June 30, 2011).

Teaching and Learning

- Facilitated the creation of formal **Certificates in Entrepreneurship** for both undergraduate and graduate students, substantially broadening the availability of business faculty and coursework to students in other schools/colleges. All three new certificate programs allow any UW-Madison student, regardless of major, to learn how to imagine new opportunities, organize resources to create a venture, innovate in existing organizations, and probe entrepreneurship and innovation in society. Enrollment for the feeder/introductory courses required to receive the certificates tripled after the new certificates were announced, growing from 50 students per semester in spring 2010 to 149 students in spring 2011.
- Participated in **Global Entrepreneurship Week** by facilitating visits from social-entrepreneurship enterprises Grameen America and Greenlight Planet. Grameen America is a highly successful organization that provides affordable micro-loans to financially empower low-income entrepreneurs. During a two-day visit to UW-Madison, Grameen America met with classes and student microfinance organizations. Greenlight Planet developed a solar-powered lamp that provides 16 hours of light on a single day's charge.
- Held the **4th Annual Wiscontrepneur Deli**, in partnership with Madison MAGNET (a local networking organization for young professionals) and Capital Entrepreneurs (a Madison network of young startup-business CEOs) during Global Entrepreneurship Week (Nov. 18). The Deli drew more than 60 participants who proved eager to leverage the networking opportunity to connect with other young entrepreneurs and to meet the "appetizer" speaker from Lightbank, a Chicago seed incubator related to Groupon.
- The School of Human Ecology's **Entrepreneurship in Society course**, having completed its third full year, enrolled more than 120 students in both semesters, bringing the total who have taken the course to almost 800.
- Continued **other popular undergraduate curricula**, including Entrepreneurship in Business, the Arts and Nonprofits; Technology Entrepreneurship; Bio-Innovations and Opportunities in Medicine and Engineering (BIOME); and Entrepreneurial Management.

- In partnership with the Business, Environment and Social Responsibility (BESR) program, offered a one-credit course, “**Sustainability Meets Entrepreneurship**,” in spring 2010 and spring 2011. Each year, the course featured six, standing-room-only, Friday forums attended by both students and community members and included presentations by entrepreneurs and leaders in business and sustainability.
- Held the **4th Annual 100-Hour Challenge** with SWAP, UW-Madison’s “surplus with a purpose” recycling unit. The 2010 Challenge drew 160 students and 60 entries. Cash prizes of \$300 each were awarded to the entries having the most business value, having the most social value and judged as the most creative.
- In February 2011, held the **5th Annual 100-Hour Challenge** with SWAP, UW-Madison’s “surplus with a purpose” recycling unit. Sector67 became a Challenge partner and sponsor in 2011. Founded by a UW-Madison graduate (and former 100-Hour Challenge participant), Sector67 is Madison’s first “Makerspace,” a community workshop with access to a complete machine shop, prototyping facility and software development tools. This year, 100-Hour Challenge participants each received a free temporary membership to Sector67 for working on their Challenge entries. The 2011 Challenge drew approximately 200 students and 75 entries from UW-Madison and several other colleges and universities in Wisconsin.
- Awarded five **Student Venture Seed Grants** of up to \$3,000 to entrepreneurial-minded UW-Madison students in 2010 and 2011. The students use the grants to build on their business ideas and launch, or further, their ventures.
- For the second and third years, helped solicit student companies for the **Student Business Incubator (SBI)**. Founded in 2009 as a project of Associated Students of Madison run by the UW chapter of Students in Free Enterprise, the SBI now operates as an independent student organization. The incubator, which is run by students and for students, serves as home to six student start-ups each academic year competitively chosen by a student selection committee. In May, 2011, the committee selected its fourth cohort of student companies that will take occupancy in August 2011. To date, the incubator has provided space to 17 students or student teams to support development of their company startups. Ten of those companies remain in business today.
- Continued to promote participation in the **2010 Burrill Business Plan Competition** to students in all majors that resulted in 20 teams and involved 42 students.
- The **2011 Burrill Business Plan Competition** drew a record-setting 45 students in 22 teams. Since 2007, when the competition was broadened to solicit students from across the campus, student participation has increased 61 percent. In 2011, student entrants came from 26 major areas of academic study.
- Promoted participation in the inaugural **Qualcomm Wireless Innovation contest**. Sponsored by the San Diego, California-based mobile-technology company, the contest rewards students who present creative wireless-technology products and well-developed business plans to make those products profitable.
- Worked with the Center for Sustainability and the Global Environment (UWSAGE) to promote broader participation in the **2nd annual Climate Leadership Challenge**, a contest for innovative ideas to counteract climate change. Open to all UW-Madison students, the challenge is the biggest university competition of its kind in the country, with a grand prize of \$50,000.

- In spring 2011, again worked with SAGE to open broader participation opportunities for students involved in the **3rd annual Climate Leadership Challenge**. While the contest remains focused on innovative ideas to counteract climate change, students were introduced to other opportunities through co-promotions with the National Cleantech Open, the regional Brinks Innovation Competition and networking connections through the newly established UW CleantechConnections website.
- Welcomed the third group of primarily incoming freshman to the **Entrepreneurial Residential Learning Community (ERLC)** in fall 2010. Located in Sallery Hall, the ERLC housed a record-setting 62 students interested in entrepreneurship. Led by faculty director Professor Anne Miner of the Wisconsin School of Business, ERLC residents are able to choose two courses in entrepreneurship designed for them, while also engaging in co-curricular experiences such as monthly community dinners, field trips to area startups and the Dream Big Venture Proposal program.
- Sponsored the Arts Institute's third annual **Arts Venture Challenge**, a competition open to all UW-Madison students to encourage innovative ideas in the arts. The first prize of \$2,000 is used to produce an arts event or to start a new entrepreneurial venture.
- **Updated and enhanced Entrepreneurship Inventory**, an online database tracking all entrepreneurship opportunities available at UW-Madison.

Entrepreneurship in Research Commercialization

- In November 2010, celebrated the **second anniversary of the MERLIN** (Madison Entrepreneur Resource, Learning, and Innovation Network) Mentors program. As of June 2011, 110 entrepreneurs had applied for mentoring. MERLIN has 100 MERLIN mentors and 32 active mentoring teams working with entrepreneurs. Twelve entrepreneurs have “graduated,” including two who have successfully completed initial rounds of financing.
- Supported the **third annual Wisconsin Entrepreneur's Bootcamp (WEB)**, a program designed to introduce graduate students to entrepreneurship and to the tools, skills and issues faced in technology entrepreneurship. The WEB included 65 students — up from 45 in the first year, including five students from Wageningen University in the Netherlands who were participating via an international entrepreneurship exchange.
- Supported the **fourth annual Wisconsin Entrepreneur's Bootcamp (WEB)**, a program designed to introduce graduate students to entrepreneurship and to the tools, skills and issues faced in technology entrepreneurship. The 2011 WEB, a record-setting 120 applicants competed for 65 spaces, the maximum capacity for the current program.
- Completed the **campus census of startup companies** and updated a website that facilitates user updates/additions. Nearly 300 companies have their roots in UW ideas, technologies and innovations.
- Organized and hosted a **Licensing and Commercialization boot camp** as a pre-conference event in association with the National SBIR/STTR Spring Conference held in Madison April 2011. The boot camp, hosted by the Office of Corporate Relations (OCR) and the Wisconsin Alumni Research Foundation (WARF), drew 94 attendees to a three-hour Sunday afternoon program featuring separate panels on commercialization and licensing, followed by a practical exercise during which participants applied what they learned as they dissected decisions made by a fictional company. The faculty included seasoned entrepreneurs, investors, licensing managers and a practicing IP attorney.

- **Co-sponsored the national SBIR/STTR (Small Business Innovation Research/Small Business Technology Transfer) conference** held in Madison in April 2011. The conference provides the opportunity for small businesses to learn about technology opportunities in defense, agriculture, energy and life sciences. The conference attracted more than 600 attendees.
- Organized and hosted bimonthly **Early Stage CEO Breakfast Roundtables** for emerging company CEOs to help them make connections that speed development and broaden opportunities by connecting with others facing similar challenges. The 2010-11 roundtables drew 10-15 CEOs on average.
- Organized quarterly **First Look Investor Forums**, bringing early-stage investors together with researchers to explore commercialization potential associated with cutting-edge research.
- Now in its third year of operations, the **Metro Innovation Center**, a high-tech business incubator in downtown Madison operated by the University Research Park, continues to grow. The center provides fertile ground for nurturing entrepreneurial pursuits in information technology, engineering, medical devices and computer sciences startup companies.
- In concert with WARF and the University of Wisconsin Law School, **continued working with the Law and Entrepreneurship Clinic**. Law-student volunteers, working as “associates” in a law firm under the direction of “partner attorneys,” assist early-stage companies with legal issues and challenges.
- Convened a networking group of faculty and business/industry representatives interested in clean technology, and hosted this group at the inaugural **Cleantech Connections Kickoff**. Established a Cleantech Connections website to aggregate university and state cleantech resources.
- With the opening of the Wisconsin Institutes of Discovery Town Center, **the Entrepreneurs’ Resource Clinic (ERC)** was established early 2011 as a partnership of OCR, WARF, UW Extension, the Wisconsin School of Business and the University of Wisconsin Law School. The ERC exists to provide a “center of gravity” for entrepreneurship at UW-Madison and in the community, and is staffed on a rotating basis by experts in various aspects of new ventures and startups. The first ERC event drew more than 50 students, faculty, staff and community members who are interested in entrepreneurship.
- Following UW-Madison’s participation in a biomedical engineering partnership for translational research with the Coulter Foundation, established the **Medical Innovations Office** as a collaboration between the College of Engineering and the School of Medicine and Public Health. The mission of the office is to identify promising technologies developed in UW-Madison laboratories that have potential to improve patient care. Subsequently, the office guides the funding of work leading to increased commercialization potential and fosters creation of new ventures where appropriate. The office is led by a serial entrepreneur and collaborates closely with WARF.
- **Co-programmed the Gilson Bootstrapping Series** with WARF and others, inviting to campus speakers versed in various aspects of new ventures and startups. Topics included:
 - Navigating the Madison Ecosystem for New Ventures
 - Operational First Steps to Opening a High-Tech Business
 - Company Hat/University Hat — Conflict-of-Interest Issues

- Financing 101 — Non-Dilutive Funding for Proof of Concept and Early-Stage Tech Business Development
- Legal Basics for Starting a Company
- Market Research
- Patent Mining and Intellectual Property Basics
- **Presented at the University Research Entrepreneurship Symposium**, an invitation-only, one-day conference established to bring world-class research universities to Cambridge, Massachusetts to showcase emerging university technologies before a group of more than 250 of New England's top entrepreneurs and early-stage venture capitalists. UW-Madison presented four breakthrough technologies in three focus areas: information technology, life sciences and clean energy. In this first year as a participant, UW-Madison tied with Harvard University for the most presentations.
- **Collaborated with the Technology Business Development Institute (TBDI)**, a unit of the UW-Madison Small Business Development Center (SBDC), providing business-management education to further the development of new high-technology businesses.
- **Worked with the WARF Accelerator** program, supporting technology transfer by speeding the advancement of technologies with exceptional promise for commercial success. In early 2011, WARF expanded the Accelerator program and committed an additional \$4.8 million to the program over the next four years.

Statewide Implementation and Communications

- Continued connecting high school students enrolled in the **Pre-College Enrichment Opportunity Program for Learning Excellence (PEOPLE) in Milwaukee** to the basics of entrepreneurship in cooperation with the Center for Teaching Entrepreneurship.
- Coordinated the **state of Wisconsin's involvement in Global Entrepreneurship Week (GEW)** Nov. 15-21, 2010.
- Continued support for the **Kauffman Community Internship Program operated by the Morgridge Center for Public Service**. The program placed five students into statewide public-service organizations to stimulate entrepreneurial thinking and practice.
- With the Wisconsin Angel Network and the Midwest Research University Network, **co-sponsored educational events in Chicago on advanced topics in due diligence for angel investors and technology-transfer officials**.
- **Renewed a Wiscontrepreneur Statewide Seed Grant to BizStarts Milwaukee**, an organization committed to enhancing startup development in the Milwaukee 7 region. Since the inception of Bizstarts, 29 innovative startups have been formed in the region. With funding from the Wiscontrepreneur seed grant, BizStarts created its College Consortium that aims to expand entrepreneurship opportunities and exchanges among 21 Milwaukee-area colleges and universities.
- Continued **collaboration with Madison MAGNET and Capital Entrepreneurs** to support several greater-Madison-area entrepreneurship events, including the 4th annual Entrepreneurial Deli.
- **Presented the Wiscontrepreneur program at several Wisconsin Technology Council events directed at a statewide audiences**, including:
 - Wisconsin Innovation Network events in Madison, Green Bay, Milwaukee and Appleton

- Wisconsin Entrepreneurs' Conference
- **Renewed grant to UW-Platteville** supporting an entrepreneurship initiative. Now in its second year, the initiative has held five signature events each year, reaching more than 300 students and community participants annually.
- **Supported UW-Whitewater's Innovation Service Center Academic Entrepreneurship track at their 2010 Ideas to Profits conference.** The track was held as a follow-up to the first-ever UW System-Wide Summit on Entrepreneurship held at UW-Stevens Point in April 2009.
- **UW-Oshkosh held its second annual AeroInnovate conference in cooperation with the Experimental Aircraft Association's (EAA) annual AirVenture Oshkosh aviation fly-in and show.** AeroInnovate was a success and plans are in progress for a third AeroInnovate program in summer 2011. AeroInnovate developed following early meetings held at UW-Oshkosh to explore and leverage unique resources available in that community. Due to EAA, the area is a natural for bringing together investors and entrepreneurs involved in the space and avionics sectors. Wiscontrepreneur promotes AeroInnovate through various marketing/communication channels.
- **Organized and hosted a Wisconsin visit by Israeli entrepreneur and educator Dr. Uzi de Haan of Technion, the Israel Institute of Technology.** The visit involved eight speaking engagements, including UW-Madison classes and student organizations. He spoke both in Madison and Milwaukee at events that drew those active in new-venture formation.
- **Established relationship with Spreenkler Talent Labs,** Wisconsin's first tech-seed incubator. Promoted Spreenkler's multi-city Hackathon, a one-day competition for software designers.
- **Co-sponsored regular radio interviews with entrepreneurs on WTDY's In Business With Jody & Joan show.** The interviews are broadcast regionally and archived as podcasts for web-based listening.
- **Worked with UW-Madison SBDC to offer entrepreneurship courses in Sauk and Columbia counties,** reaching 18 people in the first 10-week session.
- **Collaborated with UW-Madison SBDC on Comienzos,** a business-assistance program for Latino entrepreneurs in the community.
- **Helped facilitate presentation of UW-Madison Entrepreneurship in Society course lectures on Wisconsin Public Television,** available for free across the state.
- **Improved access to capital for Wisconsin entrepreneurs through strategic-relationship building,** including a presence at more than thirteen national conferences and meetings related to venture capital.

NOTE: For more information about the Wiscontrepreneur Initiative, please contact Charles Hoslet, 608-263-2840, hoslet@ocr.wisc.edu or visit www.Wiscontrepreneur.org