



## Year One (2007) Accomplishments

The Wiscontrepneur Initiative consists of programs and activities designed to support and enhance entrepreneurial learning across the UW-Madison campus and, ultimately, throughout the State of Wisconsin. Begun in early 2007, the Wiscontrepneur Initiative is supported with funding from the Ewing Marion Kauffman Foundation of Kansas City. Below is a list of calendar year 2007 accomplishments connected to the Wiscontrepneur Initiative.

- Created a unique, new website ([www.Wiscontrepneur.org](http://www.Wiscontrepneur.org)) to serve as the online hub for the initiative and to chronicle entrepreneurship activities across the campus.
- Developed a campus-wide inventory of entrepreneurship-related academic and experiential learning opportunities (<http://www.wiscontrepneurship.org/Inventory.pdf>).
- Convened a student focus group to gather their ideas on entrepreneurship programs and events that would generate broad student interest and participation.
- Established an entrepreneurship seed grant fund for projects that will further enhance entrepreneurial learning across campus. Funding for two new programs – an “Entrepreneurship in the Arts Initiative” and a “Materials for Renewable Energy Grant” – has been committed.
- Created an entrepreneurship outreach program to inform students across the entire campus about the opportunity of entrepreneurship and to equip them with the information they need to further acquire entrepreneurship knowledge and skills. Using the tagline “Make your passion your profession,” the series included **four** very popular events that drew more than 300 students.
- Set in motion the formation of an Entrepreneurial Residential Learning Community at Sallery Hall that will be open to all UW-Madison undergrads beginning Fall 2008.
- Expanded participation in the Burrill Business plan competition to include business plans for all types of business, rather than just technology businesses.
- Partnered with the Urban Entrepreneur Partnership in Milwaukee to provide more than 50 PEOPLE program participants with exposure to entrepreneurial ideas and concepts.
- In partnership with colleagues across campus, helped support the successful launch of **eight** new university startup businesses: Flugem, Ecometrix, Windlift, Centrose, Nemean Technologies, Sandbox International, Sialtronix and AHR Pharmaceuticals.

- Added an additional section to MHR 422, the undergraduate entrepreneurial education course in the School of Business, and made it available to students campus-wide. More than 50 non-business students have enrolled in the additional section for 2007-08.
- Began planning two new, innovative technology entrepreneurship courses in the College of Engineering. **BME 601**: Introduction to Entrepreneurship, offered during the Spring 2008 semester, is open to students from any department who have a minimum of junior standing. **BME 704/705**: Bio-Innovations and Opportunities in Medicine and Engineering, to be offered in 2008-09, involves multidisciplinary teams of graduate students and faculty members who are interested in innovation of new medical technology. The course will span two semesters, engage students in identifying clinical needs and defining technological innovations that can help solve those problems.
- Began planning a course entitled “Entrepreneurship in Society” to be offered in Fall 2008 by the School of Human Ecology. The course, to be cross-listed in several departments, will focus on the social, economic, political, cultural and historical factors that have made the United States a country of entrepreneurs.
- Worked with a major donor to hold the first Wisconsin Entrepreneurial Bootcamp (WEB) in August, 2007. The five-day intensive program, organized by the School of Business and WARF, introduced 45 grad students in the sciences and engineering to the basics of business opportunity recognition and sound concepts of management. See <http://www.bus.wisc.edu/weinertcenter/Web.asp>
- Fostered venture creation and business acceleration through counseling and business startup consultation assistance to 20 students considering startup ventures and held 27 meetings with faculty and staff who are exploring options for creating companies based on research conducted at UW-Madison.
- Held meetings with UW System campuses, other educational entities, communities and non-profit organizations statewide regarding new entrepreneurship programs/activities around the state.
- Worked with the State of Wisconsin and others to improve access to capital for entrepreneurial ventures, including development of a framework for a Wisconsin Venture Center based on the successful Bioenterprise model in Cleveland, Ohio, and solicitation of relocation to the Venture Capital Institute, now based in Atlanta, GA.
- Created a new position – licensing manager for start-up companies – to help launch nascent Madison-area businesses that have licensed UW-Madison technologies through the Wisconsin Alumni Research Foundation (WARF).
- Featured local entrepreneurs such as Eric Apfelback of Virent Energy Systems and Thomas Rockwell Mackie of TomoTherapy as part of the **Gilson Discovery Evening Seminars** for 2007-08. The Gilson events are open to the public (more than 2,000 invitations are sent per event) and nurture the exchange of ideas between the university and small businesses as well as support entrepreneurship in Wisconsin.
- Conducted a survey of other top university technology transfer organizations to discover best practices, analyze services, determine various approaches to equity agreements and licensing structures and identify gaps and improvements that the UW (WARF) can make in its current practices and services.