

Economic Transformation through
University Collaboration
Empowering Michigan

URC's Presence in Michigan

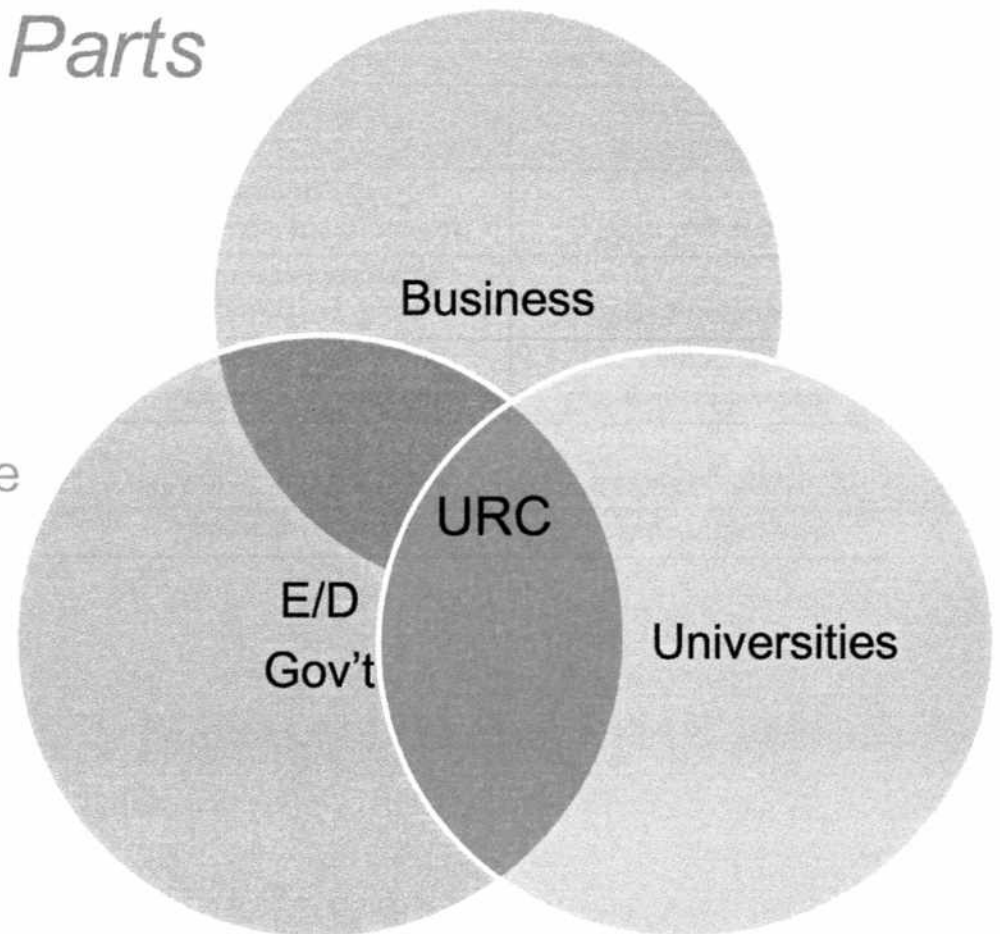


Created By: Anderson Economic Group, LLC
Data Source: ESR; Michigan State University; University of Michigan; Wayne State University
September 2007

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The Whole is Greater than the Sum of the Parts

- Mission: Promote and leverage the collective assets of the three institutions and to encourage collaboration among our universities and the state



Comparison Peer University Clusters

Michigan's URC	Michigan State University	University of Michigan	Wayne State University
Northern California	University of California, San Francisco	University of California, Berkeley	Stanford University
Southern California	University of California, Los Angeles	University of California, San Diego	University of Southern California
Illinois	University of Chicago	University of Illinois at Urbana-Champaign	Northwestern University
Massachusetts	Harvard University	Massachusetts Institute of Technology (MIT)	Tufts University
North Carolina	Duke University	University of North Carolina (Chapel Hill)	North Carolina State University
Pennsylvania	Penn State University (all campuses)	University of Pittsburgh (all campuses)	Carnegie Mellon University

Source: Anderson Economic Group, LLC

2009 Benchmark Study

	2007 Report Benchmark Year (2006 data)	2008 Report (2007 data)	2009 Report (2008 data)	Change Since Benchmark Year of 2007
Operational Expenditures	\$6.5 billion	\$6.7 billion	\$7.3 billion	+ \$800 million
Fall Enrollment	133,331	135,697	133,469	+ 138 students
Net Economic Impact	\$12.9 billion	\$13.3 billion	\$14.5 billion	+ \$1.6 billion
Fiscal Impact on MI	\$351.5 million	\$372.0 million	\$414.2 million	+ \$62.7 million
Total R&D Expenditures ^a	\$1.369 billion	\$1.379 billion	\$1.405 billion	+ \$36 million
Rank Among 7 Peer University Clusters: (Rank of 1 is Best)				
No. of Start-up Companies Cultivated	5	5	4	+1 Improvement
Patent Grants Issued	5	4	3	+2 Improvement
Technology Licenses Issued	6	5	4	+2 Improvements

Analysis: Anderson Economic Group, LLC.

See remainder of report body for detailed sources and calculations.

- a. Total R&D expenditures lag one year behind the rest of the data. This year's report includes 2007 expenditures by the URC universities.

URC Goals

- Goal 1: Encourage increased research collaborations between the universities and with businesses.
- Goal 2: Increase visibility of the URC's R&D assets among key stakeholders inside and beyond the state.
- Goal 3: Provide support to the state in new business recruitment and development.
- Goal 4: Accelerate economic development efforts by catalyzing opportunities between the URC and partners statewide.
- Goal 5: Work with local communities in the renewal of our state's cities to improve the quality of life so important to a robust 21st century economy

Universities are large organizations that can be intimidating to potential outside partners...a new interface was needed, one that would:

- Integrate university functions to fundamentally improve partnerships with industry
- Connect industry needs with university assets
- Promote economic development and an entrepreneurial ecosystem
- Maximize engagement...on all levels



A Single Interface to Assist Companies With:

- Student Recruiting
- Joint Research Projects
- Student Design Projects/Team Projects
- Technology Utilization/Commercialization
- Faculty Consulting
- Professional Development

(short courses, distance learning, special programs)

- Utilizing Lab Space/Facilities
- Speaking Opportunities
- Advisory Board Participation
- Vendor Relationships
- Philanthropy

Michigan's
URC

University Research Corridor

www.urcmich.org



1,148 Companies



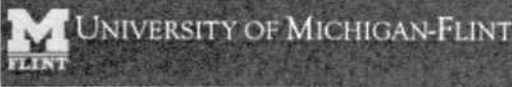
Powering Business Worldwide



SYSTEMS IN MOTION

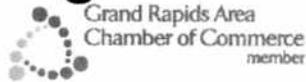


**BEC
Relationship
Managers**



41 U-M Units

**30 Community
Organizations**



MICHIGAN STATE
UNIVERSITY

UNIVERSITY OF MICHIGAN

WAYNE STATE
UNIVERSITY

Technology transfer occurs when a research institution transfers an invention to a company capable of practicing the invention commercially.



TTO Characteristics

- Identify, protect, market and license University inventions and copyrighted works.
- TTO staff have expertise (e.g. engineering, life sciences, agriculture, business, and law) relevant to the commercialization of new inventions.
- Available technologies are actively marketed, and descriptions with commercial benefits and applications are publicly available on TTO website.
- Abundant source of new business and product opportunities.

Support for entrepreneurship

- Each of the three universities has its own approach to supporting new business and new job creation
- But all three offer critical common resources
 - Technology
 - Research and development
 - Proof of concept capability
 - Interns and mentors
 - Training
 - Business services
 - Support for new business funding
- Universities host business creation conferences, seminars and training sessions
- URC members are committed to supporting an initiative to create 1,200 new companies in southeast Michigan in the next three years



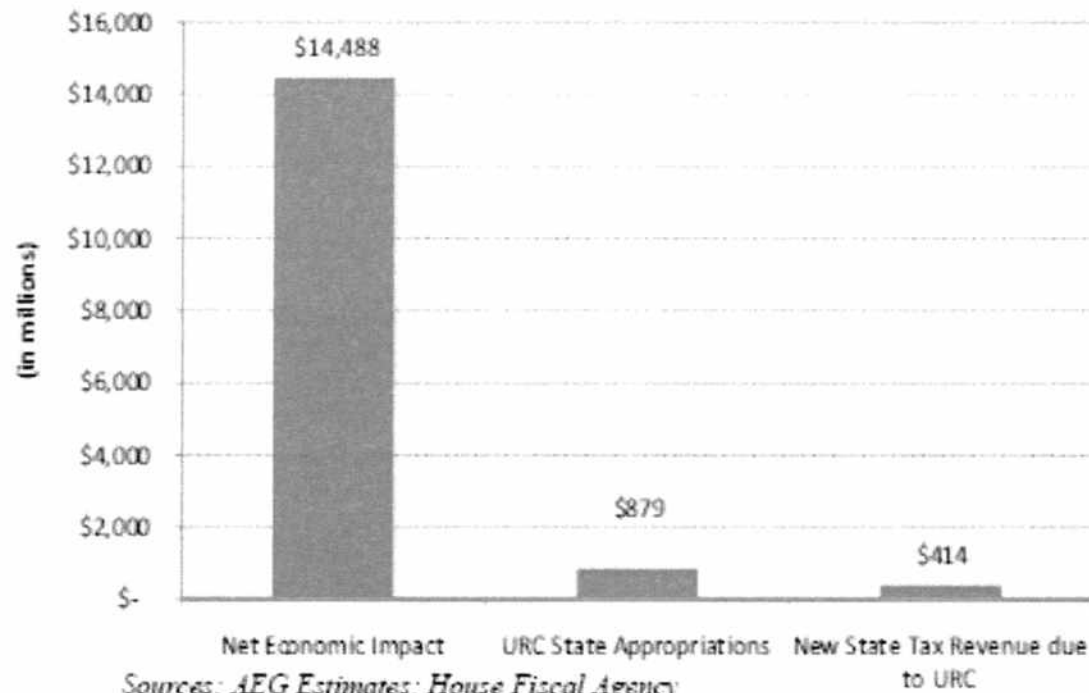
Support for entrepreneurship

- The three URC universities have created at least 20 new companies a year for the last several years
- In the last 12 months support for new companies and new jobs has increased dramatically
- For example, universities have earmarked major facilities to support expansion of business incubation activities
- Since June 2009 university resources and staff have helped to attract new entrepreneurs
 - 2,580 attendees at entrepreneurial events
 - 1,440 registered in full-time classes
 - 713 graduated

Support for entrepreneurship

- Universities encourage students to embrace the challenge to innovate
 - Business school supports student marketing agency
 - Law school supports help for new businesses
 - Arts students involved in supporting arts companies
 - Entrepreneurial competitions, pitch challenges and events
 - Entrepreneurial boot camp that finances student startups
 - Paid internship programs
 - High school student business creation challenge
 - Job shadowing for high school students

URC Net Economic Impact and New State Tax Revenue vs. State Appropriations



Sources: AEG Estimates; House Fiscal Agency
Analysis: Anderson Economic Group, LLC

