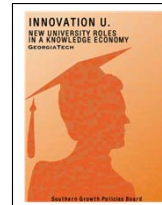




University Roles in Economic Development

- **Innovation.** Developing new technologies, new processes, new products, new ideas for economic benefit.
- **Helping employers.** This would include worker training, management counseling, help for start-ups, and other initiatives.
- **Education.** Higher education's most fundamental contribution to economic development.”
- **Community development.** The development of the physical space of the university and outreach to enrich the local community.

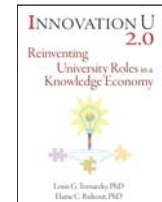
University Roles in the Economic Development



Virtually every combination of industry relationship or economic development activity can be found at Georgia Tech.

Georgia Tech is one of six universities in both studies.

Tech launches and maintains complex partnerships with other institutions as well as corporate technology leaders



Approx. 50% of licenses executed by Georgia Tech in 2012 were granted to Georgia companies.

Georgia Tech takes its innovation mission seriously, and has done so for a long time.

University-Industry Partnerships

- Developing a pipeline of new talent (internships, co-ops)
- Recruiting new university graduates
- Recruiting experienced talent via Alumni networks
- New technology or business opportunities via senior design projects.
- New solutions developed through other classroom engagement.
- Participating in Innovation Competitions
- Connection to start-up companies
- Licensing technologies from the university
- Leveraging facilities and development tools from the university.
- Connection with Centers or Institutes focusing on a key technology area.
- Company directed research and development.
- Faculty technical expertise and consulting

Leading innovation in commercialization, entrepreneurship and extension services



Commercialization

Faculty Advising
Startup formation
Industry R&D



Entrepreneurship

Incubation
Education
Mentoring
Seed Investment



Extension Services

Manufacturing
Healthcare
Procurement
Diversity
Economic Development
Connection to GT

Accelerate

Assist

Amplify

Interdisciplinary Research Institutes



WE HELP ENTREPRENEURS launch and build technology companies in Georgia



OUR SERVICES
Ranked one of the world's top technology incubators and named a Top 12 Incubator Changing the World by *Forbes* in 2013.



OUR SUCCESS
90% of technology startups fail. More than 90% of the ATDC's Select graduates are successful five years after their graduation.



OUR PROCESS
150 graduates have collectively raised more than \$2 billion in capital. In 2013, select companies merited \$50+ million in capital.

Moving invention into the marketplace

Every Post-It note represents a company spinning out from Georgia Tech students and faculty



Tech Square – An Innovation Neighborhood

Lessons Learned

- Help university partners understand what economic development is from your perspective
- Many universities have programs that can add to several areas of an ED strategy.
- Be clear with your goals of a meeting with a prospect / existing business.
- EDO goals and university goals with company engagement can be similar
- Look for the university leader that can give a 10,000 ft view and be a connector into resources
- Most labs don't look like what's in the movies
- Ideally you want to meet with professors prior to putting the in front of prospects.

Questions and Discussion

