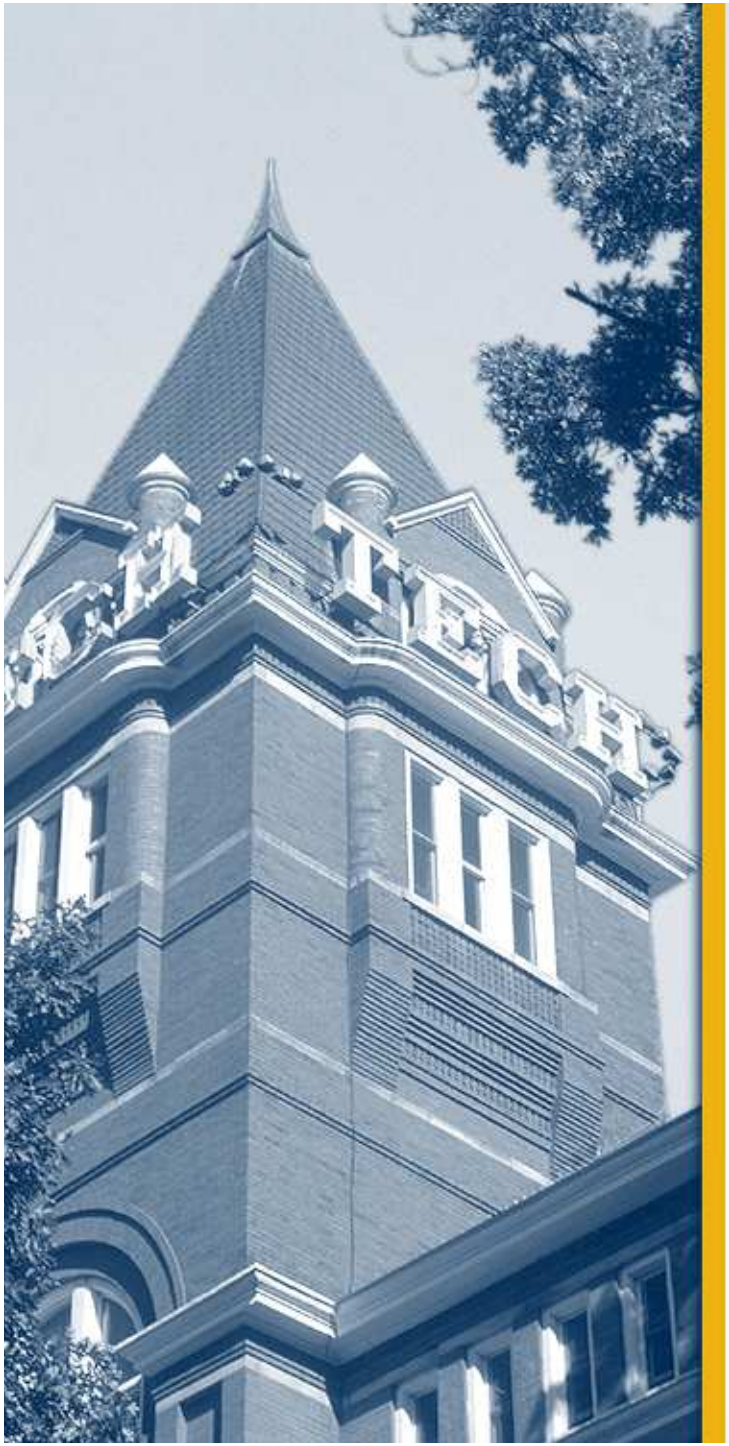


Georgia Tech's Enterprise Innovation Institute (EI²)

Georgia Tech Enterprise Innovation Institute

http://innovate.gatech.edu/

Long history of leadership in economic development

"The reason universities have no choice about whether to pursue some type of economic development is simple: *because competition (between universities) requires entrepreneurial behavior."* – Ewing Marion Kaufmann Foundation (2008 ASTRA)

- Some universities have only recently embraced economic development and the entrepreneurial spirit in the last decade…

  Georgia Tech has been a leader in economic development for the past **50 years**.

- The Enterprise Innovation Institute is one of the largest, most comprehensive university-based economic development organizations in the country.

EI^2 Mission

"To help enterprises improve their competitiveness through the application of science, technology and innovation."

- **Georgia manufacturers** – Industry Services
- **Entrepreneurs** – Entrepreneur Services
- **Georgia Tech faculty** – Commercialization Services
- **Communities, governments and economic developers** – Community Policy and Research Services
- **Health care industry** – Health Care Process Improvement
- **Industry/university connection** – Strategic Partners Office

Technology Development Continuum (How we fit into the research program @ GT)

	Basic Research		Applied Research	Technology Transfer	
	Fundamental Research	Pre-Competitive Research	Application Focused Research	Commercialization (Transition to Market)	Deployment (Market Use- Societal Benefit)
Stage of Technology Development	Discovery Fundamental Pure Science	Enabling Technologies User Inspired Collaboration	Problem Solving Apps. • Materials • Systems/Equipment • Processes/Methodologies	Prototype Design for Scale Market Applications	Education Industry Gap Analysis Org. Gap Assessment
Questions To Be Answered	Is it real?	Can we manipulate it? Can we control it? Can we predict behavior?	Can it be applied to solve a problem or improve a process?	Profitable Business Prop? Fundable Startup? Collaboration Opportunities?	Sectors Benefiting from Technology Success Criteria/Thresholds Customer Technology Implementation
Output	Scientific Papers Invention Disclosures	Technical Reports	Demonstrated Feasibility Technical Measures Product Concepts	Business Plan Addressing: • Technical Feasibility • Marketing Strategy • Management Team Licensing Strategy	Increased Use of Technology Return on Investment Analysis Best Practice Tech. Implementation
Funding	NIH/NSF/DOE, etc. Foundations	Mostly Public DARPA Private/ Industry	Some Public – SBIR, GRA Econ Dev., etc. DOD as an end user Private/Industry	Personal Funds Public Funds – SBIR, E/D Venture Funds	Some Public E/D Focus – MEP State User Funded

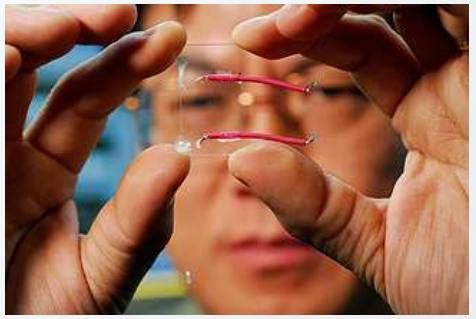
Technology Development Continuum
EI² Resource Allocation

	Basic Research		Applied Research	Technology Transfer	
	Fundamental Research	Pre-Competitive Research	Application Focused Research	Commercialization (Transition to Market)	Deployment (Market Use- Societal Benefit)
EI Time Allocation/Div.					
SPO – Pull	5%	20%	50%	15%	10%
CS - Push	10%	20%	30%	40%	
ES			10%	65%	35%
IS					100%
CPRS					100%

SPO – Strategic Partners Office
CS – Commercialization Services
ES – Entrepreneur Services (ATDC)
IS – Industry Services
CPRS – Community Policy & Research

2007 EI^2 Metrics

- **Georgia manufacturers** -- Helped create or save 17,000 jobs; $890 million in new sales or contracts
- **Entrepreneurs** – Assisted 188 entrepreneurs; ATDC accepted 12 new companies; $1 B in cumulative venture funds.
- **Georgia Tech faculty** – Evaluated 195 GT innovations; assisted in formation of 35 companies; 21 graduates



Georgia Institute of Technology