The Role of the University in Economic Development

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Associate Vice President
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Universities used to be known for three things

– Education
– Research
– Service

A changing role......

– Economic Development
A Changing University Role
Bayh/Dole – interaction with Industry

• In the 80’s.......... it was allowed

• In the 90’s.......... it was encouraged

• Today......

It is expected
Questions about Economic Development

- How important is it?
- Do patents matter?
- Who does the start-up?
- Does real estate matter?
- How relevant is the state legislature?
- Does the president care?
Structures vary widely

• Iowa State University
• University of Illinois
• University of Kentucky
• University of South Carolina
Environmental Factors

• Community relationship
• Turf – how many gatekeepers in the pipeline?
• $ - who pays
• Reward system
What I’ve learned at four universities...

• Researchers create science...not products
• Intellectual Property isn’t about patents
• An incubator isn’t a building
• A start-up company is a product
## USC Economic Development

- **Centers and Labs**
- **IP Office**
- **USC IdeaLab**
- **USCC Incubator**
- **Innovista**

### Research that leads to commercialization
- IP assessment and protection
- Technology marketing and Licensing
- Leasing, management, & investment
- 2nd stage incubation, research centers, and tech firms

### METRICS

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The table above outlines the metrics associated with various stages of commercialization at USC Economic Development, including grants, patent applications, start-ups, sales, and companies. Each metric corresponds to specific actions or outcomes throughout the process from research and development to market penetration and business growth.
Innovista

An environment for the entire lifecycle of a company
Research engagement

A Lifestyle
Components of the Innovista environment...

• Start-up formation and growth
• Technology Pipeline
• Funding Pipeline
• Facility Pipeline
Technology Pipeline

Idea | Disclosure | Technology Assessment | Patent | Market Assessment | License

IP Issues

Conflict Issues

Business Plan
USC Technology Commercialization

- Research Centers
- Business Support (IP Staff, SCTI, SCLaunch, USCCI)
- Established Technology Firms

Flow:
- IP Office
- Innovista IdeaLab & Incubator
- Innovista Technology Works
- Innovista

- USC Labs
- $ Seed Capital
- $ Growth Capital
- Research Centers
Funding Pipeline

- **SBIR/STTR**
- **Angels**
- **Business Accelerator**
- **SCLaunch**
- **Seed Fund**
- **Venture Funds**

**Company Formed**

**Seed Stage**

**Early Stage**

**Growth Stage**
USC Innovation Center
“A Seamless System of Resources”

Innovista IdeaLab ➔ USCC Incubator ➔ Technology Works

Engenuity ➔ Midlands Tech

Support Resources
IP, SC Launch, SBIR
Facility Pipeline
“flexibility”

- Innovista IdeaLab
- USCC Incubator
- Innovista TechnologyWorks
- Horizon II & Discovery II
- BTS Sites

Start-up Company

Growth Stage

Maturing Companies
Urban, Green, Research Neighborhood
Discovery Plaza
The Plan - Phase I

- $200 million public/private partnership
- 580,000 s.f.
- 3 USC buildings
- 2 private buildings
- 2 parking garages
Projected Economic Impact

First 15 years

8,700 Jobs created:
Annual property tax revenue: $17.7 million
Annual retail sales: $270 million

Construction Activity

16,500 construction jobs
$550 million in local household income

Total Development Potential

11,270,000 SF

Waterfront District:
(Retail & Office) 3 million SF
(Residential) 5.5 million SF

Innovation District:
(Retail & Office) 2.2 million SF
(Residential) 550,000 SF

* For every $1.00 of public money invested, it is projected that the private sector will invest $8.20 dollars towards development.
Phase I Today

Discovery Plaza

Horizon Center

ASPH
A Research Campus for the Next 100 Years

Urban/ Green/ Neighborhood

Live

Research/ Tech Transfer/ Incubation

Work

Restaurants/ Galleries/ Night Life

Play
Tenant Sources

- Relocations & Expansions
- USC Targets
- University Units
- Internal Contacts
- Incubation
- External Prospects

Up to 35%
Up to 50%
Contact Information

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Top 10 Things

a university must do to achieve success in economic development
Top Ten

• # 10 Articulate the Vision
• # 9 Know Your Pipeline
• # 8 Challenge the Past
• # 7 Create the Culture
• # 6 Recruit for Quantum Change
• # 5 Business Friendly Environment
• # 4 Do Deals
• # 3 Collaborate
• # 2 Focus
• # 1 Manage Expectations
Current Projects

WATERFRONT PARK

State Museum

Edventure

Convention Center

 Colonial Center

DISCOVERY PLAZA

USC Horseshoe

S.C. Statehouse

GERVAIS STREET

BLOSSOM STREET

BLOOM STREET

USC BASEBALL STADIUM

Thurmond Wellness Center

HORIZON CENTER

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Current Projects
“Ideal Start-up Candidate”

Technical skills of Albert Einstein

Financial acumen of Bill Gates

Marketing expertise of P. T. Barnum

Daring of Charles Lindbergh

Tenacity of Winston Churchill
The Typical Candidate

- Faculty Researcher
- Excellent technical skills
- Limited or no marketing experience
- Limited or no financial expertise
- No management experience
- Has never started a company before
Innovista IdeaLab

“Transition to the Private Sector”

- In Horizon I building
- Laboratories & Offices
- Shared Equipment
- Conference Rooms
- Access to University Facilities
- For Start-ups and Landing Parties
Innovista TechnologyWorks

“Transition to the Private Sector”

- Private sector space
- Pilot Manufacturing Space
- Graduation (expansion) space
- Offices
- Conference Rooms
- Access to University Facilities
- Proximate to the University