Lowry Caudill, Chair, Innovation Circle
Presented to the UNC Board of Trustees
September 23, 2010
CHANCELLOR’S VISION

- Commit to changing the world for the better
- Have greater positive impact
- Focus on outcomes
- Translate ideas and be connected
CHANCELLOR’S GOAL

▪ Create and implement an Innovation and Entrepreneurship Strategy for the University

▪ Involve alumni, faculty, students, staff, community, and advisors

▪ Launch at University Day, October 12, 2010
ORGANIZATIONAL STRUCTURE

- Innovation Circle
- Faculty Working Group
- Chancellor’s Student Innovation Team
- Core Planning Team
Timeline

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<th>2009</th>
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<td>Oct</td>
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<td>By Nov 30: Innovation Circle Team Invited</td>
<td>Site Visits: MIT, Stanford, Utah, Florida, Arts in New York City</td>
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<td>Jan 15: First Meeting of Innovation Circle at UNC</td>
<td>Jun 30: Final Meeting of Innovation Circle</td>
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<tr>
<td>Oct-Dec 31 Prepare Report on Current State of Innovation and Entrepreneurship at UNC Distribute prior to Jan 15 Meeting</td>
<td>Jan 15-May 30 Follow up from meeting; Interviews; small groups; site visits</td>
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Documents

- Innovation@Carolina Strategic Roadmap to Accelerate Innovation at the University of North Carolina at Chapel Hill
  - Challenge, Approach and Expected Results
  - Recommendations
    - Prepare, Collaborate, Translate, Align and Catalyze
    - Current Status, Goals, Actions and Targeted Investments Needed
  - Audience: Faculty, Students, Administration and Potential Donors (who need detail)
  - 46 pages
- Case Statement: Innovate@Carolina: Important Ideas for a Better World
  - Call To Action, Challenge, The Way Forward
  - Campaign Goals
  - Audience: Potential Donors
  - 8 pages
Five Recommendations

Strengthen An Intentional Culture Of Innovation At Carolina

PREPARE

COLLABORATE

TRANSLATE

ALIGN

Important ideas for a better world
Prepare faculty, graduate and undergraduate students, staff, and the broader Carolina community with the knowledge, skills, and connections necessary to translate new ideas into innovations.

(Investment: $43 million)

Example

• Goal 1.2 Build capacity for innovation.
  – Action 1.2.1 Provide educational opportunities about innovation.
  • Build on successful existing programs
    – The Minor in Entrepreneurship
    – The Chancellor’s Faculty Entrepreneurship Boot Camp
    – First Year Seminars
    – Launching the Venture
    – Carolina Challenge

  Goal Investment: $25 million
Collaborate with diverse groups on campus and beyond to explore issues, options, and creative approaches that may lead to innovations. (Investment: $23 million)

Examples

• Goal 2.1 Enhance robust interdisciplinary collaboration
  – Action 2.1.1 Set as a top priority advancing applied sciences
    • 5 applied sciences distinguished professorship.
    
    Goal Investment: $15 million

• Goal 2.2 Collaborate, coordinate around key themes of local, national, and global significance
  – Action 2.2.1 Create the Key Themes Initiative
    
    Goal Investment: $6 million
Translate important new ideas more expediently and at an increased volume into innovations that improve society.

(Investment: $20 million)

Examples

• Goal 3.1 Advance social entrepreneurship
  – Action 3.1.1 Refine and develop an integrated campuswide approach
    Goal Investment: $1.25 million

• Goal 3.2 Optimize the university’s commercialization output
  – Action 3.2.1 Expand the Entrepreneurs-In-Residence program
    • 18 EIRS throughout the campus
    Goal Investment: $15 million
Align people, incentives, resources, and processes to strengthen an intentional culture of innovation at Carolina.

(Investment: $36 million)

Examples

• Goal 4.2 Recruit, retain, and reward faculty, students, and staff who show promise, aptitude, and/or achievement in innovation
  – Action 4.2.1 Recruit innovators and future innovators
    • Goal Investment $5 million
  – Action 4.2.2 Reward activities that contribute to the culture of innovation at Carolina
    • Create two Innovation Professorships
    • Goal Investment $6 million

• Goal 4.4 Provide funds to support nascent and promising innovations on campus
  – Action 4.4.1 Establish the Carolina Innovation Fund
    • Goal Investment $25 million.
**Catalyze** innovation at Carolina by facilitating the work of faculty, staff, and students as they put important ideas to use for a better world.

(Investment: $3 million)

**Examples**

• **Goal 5.1** Leverage the talents of leaders across campus to prepare, collaborate, translate, and align resources and processes to strengthen the culture of innovation at Carolina
  
  — **Action 5.1.1** Create management groups of program leaders from across the campus
    
    • Innovation Leaders, Innovation Champions, Student Innovation Team

• **Goal 5.2** Create the Chancellor’s Catalyze Group to facilitate the implementation of this Roadmap
  
  — **Action 5.5.2** Help raise funds and manage the single source gateway to innovation to ensure faculty, students, and staff are aware of available resources and opportunities for innovation. Track and report results by creating metrics. Communicate stories. Facilitate the reduction of roadblocks.

  **Goals Investment $550,000**
Five Recommendations

Total Investment Needed:
$125 million
Key Implementation Steps

• BOT Presentation
• Official Launch of Innovate@Carolina Campaign, University Day
  – Innovation Roadmap goes public
  – $125 million fundraising campaign begins
• Chancellor Convenes and Commissions
  – Innovation Leaders (faculty, staff and student program and thought leaders)
  – Innovation Champions (Deans and Department Chairs. Three times per year, co-chaired by Chancellor and Provost)
  – Student Innovation Team
  – Catalyze Group
• Key Themes Initiative Announcement
• Strategic Teams created for Commercialization and Social Entrepreneurship initiatives
• Innovation Circle remains intact and active
• Entrepreneurs-In-Residence meet on a regular basis
• Publicity: Book, Seminars, Website, Articles
What will Holden release at University Day?????