ACCELERATING COMMERCIALIZATION

STRENGTHENING UNIVERSITY ECOSYSTEMS

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We are not trying to fix old systems
We are trying to figure out what’s next
One thing for sure... We will have to figure this out: How do we design and guide new, complex collaborations?
A university’s start-up and innovation ecosystems

Start-up Firms
- Provide ideas, incubators, and smart people
- Recruit and supply smart people

Research Infrastructure
- Train and recruit smart people
- Provide networks and mentors

Investor Networks
- Provide capital and expertise
- Provide investment that generates wealth

Innovative Growth Companies
- Provide R&D partners
- Provide technology support and training

Recruit and supply smart people

Provide networks and mentors

Source: Ed Morrison, Dale Wunderlich
To develop these ecosystems, we need to accelerate the move from hierarchical to network-based organizations.
To explore innovation acceleration further, Purdue developed a collaboration with Fraunhofer in technology and innovation management.
Fraunhofer has developed a structured process for identifying technologies for markets and markets for technologies.
We are prototyping these approaches with NJIT
Our partnership with NJIT integrates Purdue’s agile strategy with Fraunhofer’s innovation and technology management platforms.

- MarketExplorer
- Technology Radar
THANK YOU

To learn more about Purdue and Fraunhofer IAO
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