



Wisconsin Center for Commercialization Resources

Got ideas? We can support you from concept to launch!

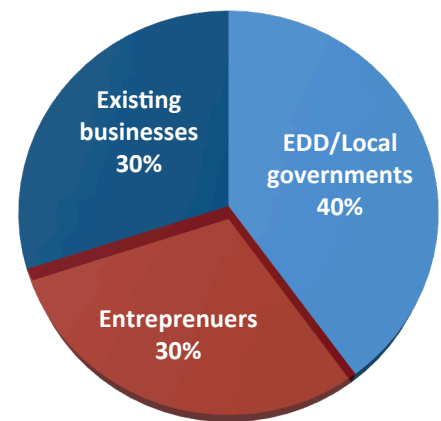
Wisconsin Center for Commercialization Resources

The Wisconsin Center for Commercialization Resources (WCCR) is a consortium of five universities – led by the University of Wisconsin (UW), Milwaukee, and includes Milwaukee School of Engineering, UW-Whitewater, Marquette University, UW-Milwaukee, UW-Parkside Small Business Development Center (SBDC). This consortium aims to facilitate technology commercialization in southeastern Wisconsin. The five institutions bring together their assets to streamline the entire commercialization process, especially at critical stages, by providing a planned framework for moving a project through various stages from idea to proof of concept to launch.

Activities

WCCR provides assistance to faculty inventors, nascent entrepreneurs, and second stage companies, primarily during the initial stages of technology commercialization, in which the pathway to the market and evaluation of the technology are most needed to avoid costly mistakes and to properly

assess project feasibility. It targets key clusters in the region, including water technology; health and biosciences (including medical devices); and energy, power, and controls. Specific technical assistance services are targeted at the four phases of the commercialization process (discovery, analysis, development, and commercialization) and draw upon existing resources and programs from the partnering schools. The types of



services provided include: product evaluation/feasibility analysis, business planning, financial planning, product development planning, securing financing, and identifying strategic partners/clients. WCCR has also developed a web portal that will serve as a one-stop-shop for regional

University

University of Wisconsin, Milwaukee

Center Director

Carmel Ruffolo

Center Location

Outreach Unit

Center since 2011

Center Activities

- Commercialization support
- Entrepreneurship support
- Technical assistance
- Information dissemination

Clients

- Early-/second-stage companies
- Entrepreneurs
- Faculty inventors
- Existing businesses

Assessment Techniques

- Client interviews
- Client surveys
- Informal feedback
- Measurement of client outcomes

Contact Information

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resources and information about technology transfer and commercialization.

Leveraging

As a five-university consortium, WCCR is designed to leverage the individual assets and capacities of its partnering institutions. The advantage of this arrangement is that WCCR can harness the expertise of more than one institution to provide a comprehensive set of services. Key assets of the partner schools include: the Applied Technology Center

(includes the rapid prototyping center) at Milwaukee School of Engineering; the LaunchPad Program at UW-Whitewater; the Kohler Center for Entrepreneurship at Marquette University and intellectual property assistance from its law school; the UW-Milwaukee Innovation Accelerator and its Research Foundation; and the UW-Parkside SBDC. External partnerships include a variety of regional/state economic development organizations, such as Milwaukee 7-M7, Wisconsin Energy

Research Consortium, BizStarts, Wisconsin Entrepreneur's Network, the Milwaukee Water Council, Clinical and Translational Science Institute, Greater Milwaukee Committee, Wisconsin Entrepreneur's Network, Wisconsin Innovation Network, Wisconsin Economic Development Corporation, and Gateway Technical College. WCCR has also collaborated with other EDA university centers at Purdue University and University of Illinois.

Success

Leveraging assets of five universities to assist entrepreneurs

The Wisconsin Center for Commercialization Resources acts as a "one-stop-shop" for university resources and knowledge by establishing a collaboration across five partner universities to support commercialization activities. The desire to work together and make resources from all the participating institutions available to WCCR clients is a common goal that holds the group together, and the partnership is structured so that there is minimal overlap in the competencies of the partnering institutions. Through this collaborative process, WCCR has provided technical assistance to an

entrepreneur – and avid fisherman – who created Glo-Pro Lures in his garage in 2009. The inventor hand fabricated and tested the lures, but had no expertise in engineering design for manufacturing. With WCCR's assistance, Glo-Pro Lures connected with the Milwaukee School of Engineering's Rapid Prototyping Center to design and prototype its entire family of lures, which were released in spring 2013 for fishing season and a major fishing show. The company is now in the process of seeking additional startup funding to acquire manufacturing tooling, and has made significant progress toward a full, manufacturable product line.

WCCR's collaborative structure allows it to bring together the resources of five partnering institutions for the first time, harnessing these assets to facilitate commercialization in a more streamlined way.