



Rutgers University Technical Assistance Program

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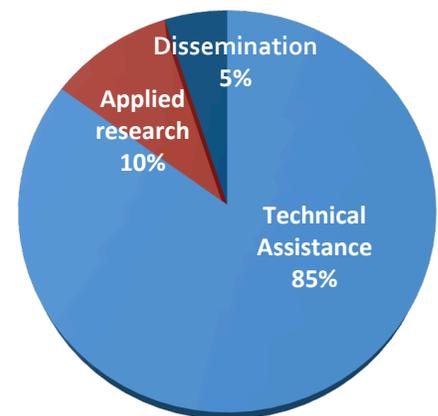
The Rutgers University Technical Assistance Program (RUTAP) is a long-standing center supported by the EDA University Center grant and matching university funds. RUTAP is located within the Rutgers Business School, but the Center works with a variety of stakeholders across the University and the State of New Jersey. The Center's efforts strive to build on regional and national strategic priorities to support regional economic ecosystems, industry clusters, global competitiveness, and the commercialization of federally funded technology.

Activities

RUTAP is designed to be New Jersey's "one-stop-shop" for technical assistance. RUTAP specializes in technical assistance for high-technology commercialization. For many projects, the Center leads teams of MBA (and sometimes PhD) students with technical, business/marketing, and legal expertise to take university IP to the next level of commercialization. The Center also provides trainings and

one-on-one technical assistance to companies and entrepreneurs on commercialization, such as through its Open Innovation training program given to area companies.

The Center also facilitates connections with university faculty, IP, and other resources, not only at Rutgers but also at other research universities throughout the state. This program serves ventures and businesses of all



sizes and stages, including major companies such as General Electric and Verizon.

In addition, the Center partners with the Center for Urban Entrepreneurship & Economic Development to provide intensive, practical training, step-by-

University

Rutgers, The State University of New Jersey

Center Director

Gene Slowinski

Center Location

Business School

Center for >30 years

Center Activities

- Training
- Early-stage/entrepreneurship support
- Applied research
- Information Dissemination

Clients

- Existing businesses (large and small)
- Entrepreneurs and new ventures

Assessment Techniques

- Client interviews
- Feedback at regional workshops
- Case studies

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step coaching, and numerous networking and financing opportunities to first-generation entrepreneurs in New Jersey.

The Center conducts applied research on a variety of commercialization topics (e.g., allocating rights of patents, working with federal laboratories) and strategic economic development topics (e.g., high-speed rail, strategic metal recovery). The Center is actively pursuing applied research in the area of technology

commercialization and has published over twenty articles on the topic.

Leveraging

RUTAP leverages the intellectual property produced by New Jersey universities for commercialization, and relies on strong tech-transfer systems that help to maximize the usefulness of the value created by universities. RUTAP has strong working relationships with Tech Transfer Offices not only at Rutgers, but across the state. In addition,

university students play a large role in the deliverance of technical assistance. Outside the university, the Center leverages a variety of strong partnership with organizations such as private capital, city planners, lenders, and nonprofits (e.g., Greater Newark Business Development Consortium).

RUTAP provided “a rapid introduction to what it takes to have a start-up.”

--Center Client

Success

Demanufacturing in New Jersey

In New Jersey’s urban economies, the RUTAP demanufacturing project set out to “provide technical assistance for a start-up demanufacturing firm based in New Jersey.” As a part of this effort the Center assisted in economic development planning for Union County, helped to develop a public-private partnership for demanufacturing in New Jersey, and engaged in outreach ranging from academic publication to a video disseminated to primary school students. RUTAP also worked with the Environmental Protection Agency’s Common Sense Initiative on related public policy issues, and developed the Demanufacturing Partnership

Program, which helped the initiative to gain traction through a series of conferences.

The Rutgers University Technical Assistance Program (RUTAP) was instrumental in recognizing the economic potential for demanufacturing (the disassembly and recycling of obsolete electronics). As a result of the project, the State of New Jersey has become a leader in the U.S. demanufacturing industry.