



## **ORGANIZATIONAL UNIT PROPOSAL FORM**

**DIRECTIONS:** *Use this form when proposing a new organizational unit, center, institute, department, school, or college.*

**DATE OF REQUEST:** 8 August 2016

*Date of AAC Approval:*

September 7, 2016

**INSTITUTION:** University of Nevada, Reno

**NAME OF PROPOSED UNIT:** Office of Enterprise & Innovation

*Date of Board Approval:*

**DATE OF IMPLEMENTATION:** Upon Board Approval

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### **PART 1**

#### **A. Action requested**

In January 2015, Dr. Mridul Gautam, Vice President for Research & Innovation requested approval from the president and provost to establish a new unit: the Office of Enterprise & Innovation. This office was to be the umbrella office comprised of the Office of Enterprise and Commercialization, the Innovation Center Powered by Switch (IC), the Nevada Center for Applied Research (NCAR), and Nevada Industry Excellence (NVIE). The purpose of the Office of Enterprise & Innovation is to assemble these university offices engaged in entrepreneurial activity under one entity so as to create synergies and foment an entrepreneurial ecosystem within the University and the surrounding region. In addition to requesting that OEI be formally recognized, the university requests that the name of the office responsible for commercialization be officially named the Office of Enterprise & Commercialization.

#### **B. Brief description and purpose of proposed unit**

The Office of Enterprise & Innovation is composed of four components: Technology licensing, Nevada Center for Applied Research, the Innovation Center Powered by Switch, and Nevada Industry Excellence. The common theme is commercialization. This includes commercialization of university-created intellectual property, supporting industry through use of UNR shared research resources, and creating an ideation and makers space where students, faculty, and community members can obtain business mentoring and perform research and development activities. The goal is to create an entrepreneurial ecosystem with an eye toward fulfilling the economic development aspect of UNR's mission.

#### **C. Outline plans for the success of the proposed unit**

The unit has diverse functions which require diverse approaches to building the entrepreneurial ecosystem in a cogent and successful manner. Each subunit has its own metrics for assessing activities. For example, Enterprise & Commercialization measures the number of invention disclosures received from faculty, the number of license agreements, and the total annual royalty revenues, among other measures. NVIE's success is measured through their impact on the

companies with whom they work. NCAR tracks the number of engagements with the private sector as well as the dollars brought into the university from its activities. The Innevaton Center quantifies facilities rentals, memberships sold and maintained, use of the makers space, et cetera. Enterprise & Innovation deals with a number of constituencies including faculty, government officials, private sector companies of all sorts, individuals from the community, students, investment companies, and more. As the commercialization entry point for UNR, it is important that E&I function as much like a business as possible while protecting the interests of the university. E&I's processes need to be simple and fast and we need to assist our clients in ways that make sense in the business world. In addition to the metrics mentioned here, the office constantly seeks user feedback on how it is doing so as to modify procedures to make it easy for business to work with the unit as well as with the entire university. In so doing, E&I is fulfilling part of the land grant mission of service and economic development.

## **PART II**

### **A. Mission statement**

The Office of Enterprise & Innovation facilitates the creation of an entrepreneurial ecosystem at the University. E&I is a service-oriented organization striving to:

- Protect intellectual property, support licensing, provide business mentoring, and enable commercialization of the innovations produced via the research activities of faculty and students
- Create partnerships with companies that will develop research discoveries into products for the public benefit
- Promote regional economic development through strategic partnerships with the University and the private sector

### **B. Goals and objectives**

#### **i. Teaching**

N/A

#### **ii. Research**

N/A

#### **iii. Service**

E&I will act as the bridge between research and the private sector to facilitate conversion of UNR's research discoveries into products and services that can benefit society. NVIE supports Nevada manufacturing companies through work-force development, training, and the like. NCAR will facilitate access to specialized equipment, shared research facilities, office and entrepreneurial laboratory space by companies in need of such services. The Innevation Center exists to facilitate creation of new companies, to be a place for innovative people to congregate and network, and to use makers space for development of prototypes to advance product development and move the companies forward.

### **C. Major participants or collaborators**

#### **i. Internal to campus**

Faculty, staff, students

#### **ii. External to campus**

Local and regional entrepreneurs, start up and existing companies, community organizations such as SCOR, Entrepreneurship Nevada, Sierra Angels, etc.

**D. Evidence of contact within and between affected academic units**

Since the proposed office does not provide services related to academic programs, academic units were not contacted regarding this proposal.

**E. Proposed physical location**

The Office of Enterprise & Innovation and the Office of Enterprise & Commercialization will be located in 106 Ross Hall. The other offices falling under the new unit are located at 450 Sinclair St (Innovation Center), and the Applied Research Facility (ARF) building.

**F. Proposed organizational structure (include organizational structure within the campus)**

Please see the attached organizational chart. No formal courses to be offered.

**G. Activities to be sponsored (e.g. courses, seminars, research, and outreach) – indicate if courses or seminars will be offered through the proposed unit. Please specify if they will be offered for academic credit and applicable to a degree program. Give estimated enrollment.**

No courses or formal seminars will be sponsored. In furtherance of its mission this new unit may schedule invited speakers to give seminars about intellectual property and various aspects of product development and commercialization.

**H. Resource Analysis – source of funds necessary for the proposed change (enrollment-generated state funds, reallocation of existing funds, grants, other state funds)**

E&I's funding comes from multiple sources: F&A, state appropriations, UNR's Knowledge Fund grant, royalties stemming from licensing of university intellectual property, and patent cost reimbursement by licensees.

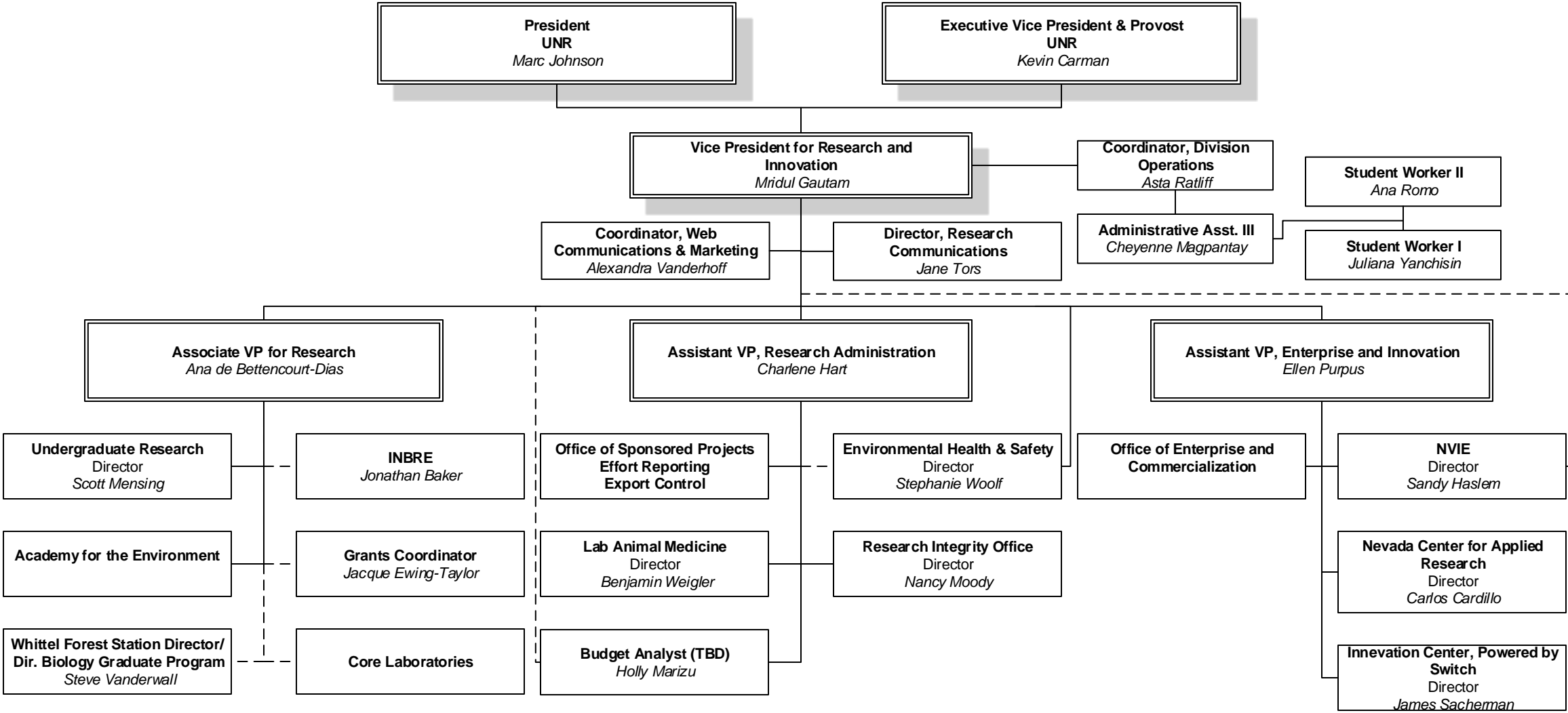
**I. Projected Budget – identify portions of costs which will require state resources, grants, gifts and/or contracts**

Please see attached.

*Please attach any supporting documentation (i.e. support letters from community, industry).*

# UNIVERSITY OF NEVADA, RENO

## Office of the Vice President for Research and Innovation



**Enterprise & Innevation Center 1101-121-0012**

funding source State Allocation

	FTE	
Professional Salaries	3.00	\$ 369,900.00
Student Wage		\$ 36,453.00
Fringe		\$ 95,353.00
Operations		\$ 110,000.00
	Total	<u>\$ 611,706.00</u>



Office of the Lieutenant Governor  
Mark A. Hutchison

August 15, 2016

Ellen Purpus, Ph.D.  
Assistant VP for Enterprise & Innovation  
University of Nevada, Reno  
Ross Hall 106  
Reno, NV 89557-0321

Dear Dr. Purpus,

It is my pleasure to write this letter in support of establishing the Office of Enterprise and Innovation at the University of Nevada, Reno.

As Lieutenant Governor I am committed to championing policies and supporting initiatives aimed at fostering entrepreneurship, innovation, attracting new businesses, and expanding existing business to ensure a better economic opportunities for all Nevadans. I am pleased that the University's Office of the Enterprise and Innovation shares similarly aligned goals and is committed to developing new products and services, creating new jobs for university graduates, and encouraging economic diversification, entrepreneurship, and commercialization. Prioritizing these important activities through the University's Office of Enterprise and Innovation will not only will accelerate Nevada's growing economy, but will help create a diverse environment where small businesses and startup companies can develop and thrive.

Thank you for providing me with this opportunity to express my support for establishing the Office of Enterprise and Innovation at the University of Nevada, Reno. I am confident that the University's Office of the Enterprise and Innovation will have a meaningful impact on Nevada's growing economy.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mark A. Hutchison".

Mark A. Hutchison  
Lieutenant Governor  
State of Nevada

Dr. Ellen Purpus  
Vice President for Enterprise and Innovation  
University of Nevada Reno  
21664 N. Virginia Street  
Reno, NV 89557

Dear Dr. Purpus,

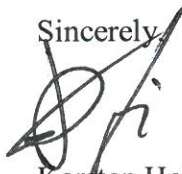
I am writing this letter in support of the enterprise and innovation efforts at the University of Nevada, Reno (UNR). Our existing and future entrepreneurial ecosystem will be significantly strengthened with the administrative support of this office.

Through the Nevada Knowledge Fund the Governor's Office of Economic Development (GOED) has been significantly supporting applied research and commercialization efforts at UNR through its funding of the Nevada Center for Applied Research (NCAR) and the Nevada Advanced Autonomous Systems Innovation Center (NAASIC).

The Enterprise and Innovation Office will support those Centers and offer assistance to UNR faculty and staff in order to foster a substantial increase in UNR faculty's commercialization activity.

In addition, the Enterprise and Innovation office will help businesses and industry ranging from entrepreneurs, early stage high growth, small and medium size to large operations both within Nevada as well as those contemplating a re-location to our state resulting in an increased collaboration with UNR Applied Research Centers and faculty.

Sincerely,



Karsten Heise  
Director | Technology Commercialization

August 16, 2016

Dr. Ellen Purpus  
University of Nevada, Reno  
Assistant Vice President, Enterprise & Innovation  
Mail Stop 0321  
1664 N. Virginia Street  
Reno, Nevada 89557

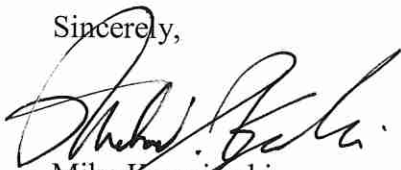
Dear Dr. Purpus:

On behalf of the Board of Trustees of the Economic Development Authority of Western Nevada (EDAWN), I would like to show my support for the establishment of the *Office of Enterprise and Innovation* (OEI) at the University of Nevada, Reno.

Encouraging university technology spinouts, fostering applied research, and supporting entrepreneurship and collaboration are all vital components for economic growth in our region. We support the efforts of the OEI and recognize its role in further bridging the university's intellectual capital, shared research resources and maker-spaces with the local and regional business community. The OEI will significantly contribute to our efforts to strengthen Western Nevada's economic growth that will lead to quality jobs, support of new and existing businesses and will further diversify our economy.

I am pleased to provide this letter of support for establishing the *Office of Enterprise and Innovation* at the University of Nevada, Reno.

Sincerely,

  
Mike Kazmierski  
President and CEO