UIDPCONNECT
2020

University Innovation: What Are They Doing? What Can They Learn from Industry?

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Moderator
Ann Gabriel
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USC

The session will begin shortly.

Age of Prominent Institutions

Universities

- **Princeton -- 1746**
- **Harvard -- 1636**
- **Columbia -- 1754**
- **MIT -- 1861**
- **Yale – 1701**

Average: 1739

Companies

- **Microsoft -- 1975**
- **Apple -- 1976**
- **Amazon -- 1994**
- **Google(Alphabet) -- 1998**
- **Facebook -- 2004**

Average: 1989

University Mission Statements

Foundational

- Learning & Education
- Knowledge Creation/Research…
- Service to Society
- Diversity/All Backgrounds

Distinguishing Statements

- Students: Career/Vocations, Lifelong learning, Transformation of individuals, Performance/arts
- Service: Service to locality, civic engagement, sustainability
- Culture: Innovation/ entrepreneurship, ethics, globalism, collaboration, interdisciplinary

Uncommon Mentions in Missions

- Service to faith group
- “Fun”
- Independence
- Talented/promising students
- Cooperative education
- Experiential learning
- Athletics
- Health/patient care

University Strategic Plans

Innovation

- General Value
- Education
- Society
- Research

Rare: Academic buildings, financial, auxiliaries

Entrepreneurship

- General Value
- Commercialization
- Economic Development
- Society
- Financial

Rare: Academic buildings, health, auxiliaries, research

Transformation

- General Value
- Students
- Building & Technology
- Demographics
- Society

Rare: Human development, health, auxiliaries

What Do Inventors Value Most?

NAI Fellows Survey

- Help Creating a Startup
- Promotion Through Speeches, Articles, etc.
- Consideration in Appraisal
- Non-provisional Patent Filing

Low Value: Royalties, licensed technology, adopted internally

Pat-Val EU Survey

Inventions Increase Performance of the Organization the Inventor Works For

- Satisfaction to Show that Something is Technically Possible
- Prestige/Reputation

Low Value: Rewards by Employers, Career advances

NAI Fellows Views on University Innovation Priorities

High Priorities

- Commercialization of University Inventions
- Economic Development in Region or State
- Revenue Growth
- Image Enhancement

Low Priorities

- Preventing Mistakes or Failures
- Disruption in Education, Research or Clinical Care
- Cost Savings