# Digital Tools for Assessing and Promoting Your Institution's Research Strengths

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UIDP Irvine October 4<sup>th</sup>, 2023



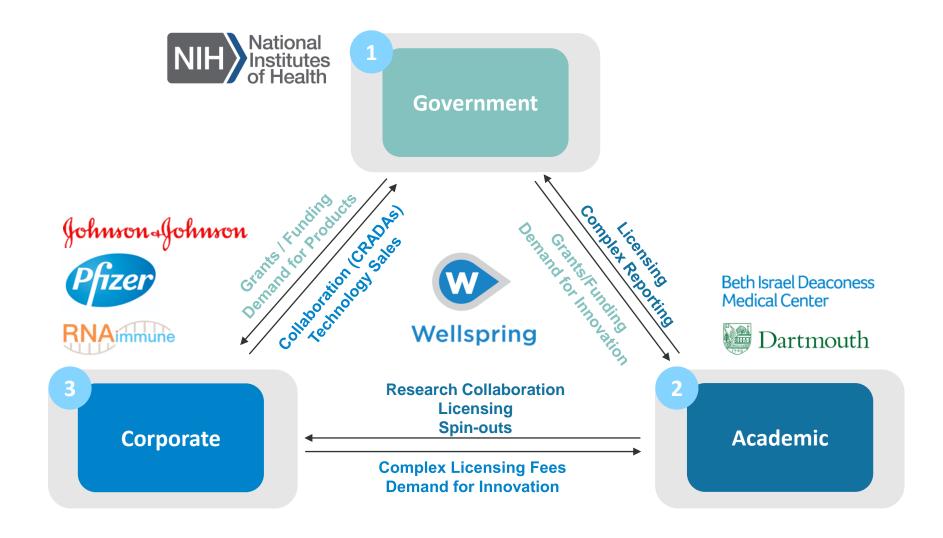
#### We need your help

- How important are...?
- How would you most benefit from...?
- Should Wellspring invest further in...?

## Digital Tools for Assessing and Promoting Your Institution's Research Strengths



## **R&D** ecosystems: the contours of modern innovation



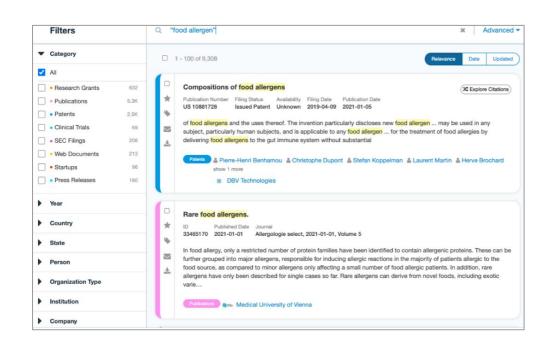


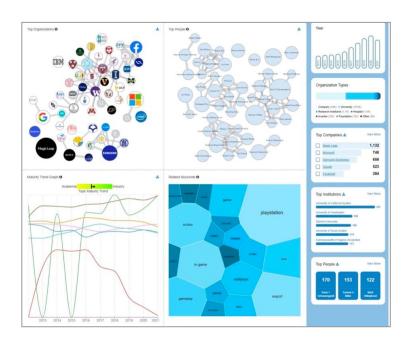
## Wellspring Scout: the Search Engine for Innovation

Large, complementary data sets

Advanced AI/ML techniques

Integrated analytics capabilities





Scout integrates 400M+ data points across patents, publications, grants, clinical trials, startups, news articles, and more



## Where can systematic data help the most?

#### **Companies**

## **Academic Relations**

Identify the best researchers / PIs

Compare strengths across institutions

## **External Innovation**

Find and vet research partners & startups

Perform technology landscaping

Track competitors' innovation bets

#### **Institutions**

## **Corporate Engagement**

Find and vet corporate partners

Prioritize funding opportunities

Showcase our research strengths

#### Technology Transfer

Find and vet potential licensees

Assess the market for an invention



## Michigan's face to the world: MCRN Research Portal





























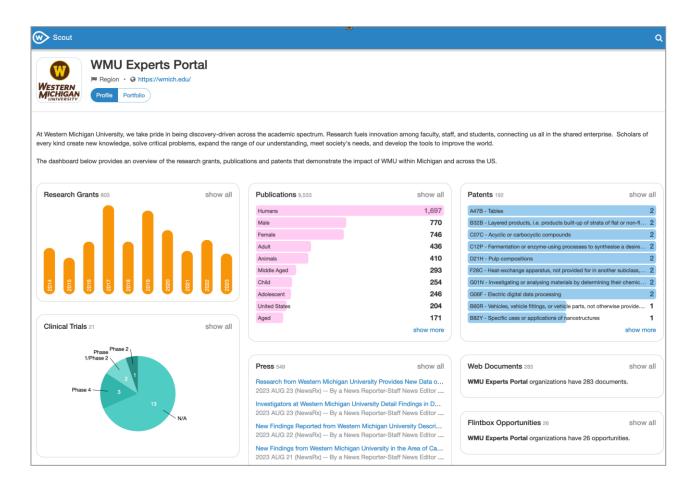








## Western Michigan's Experts Portal



Internal: Identify WMU research strengths

External: Showcase WMU research strengths

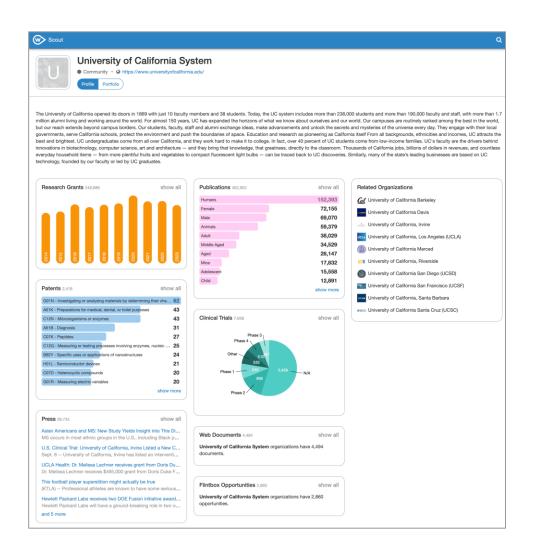


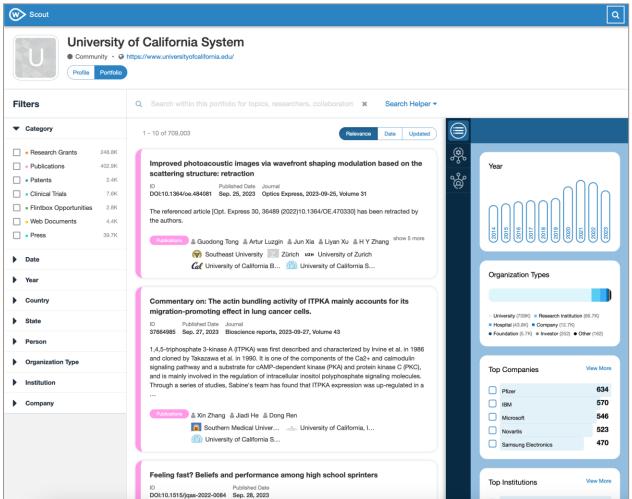
## Should we (Wellspring) invest in this?





## Research data across a university system or region

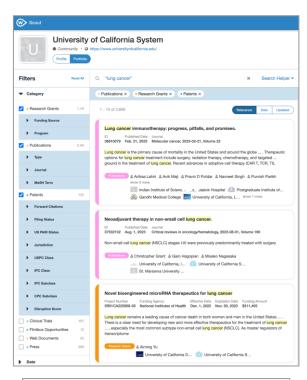


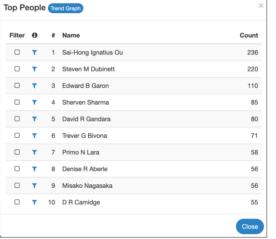


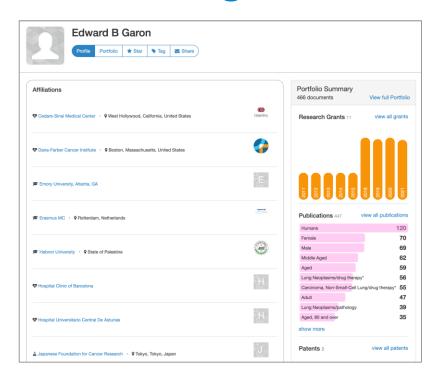


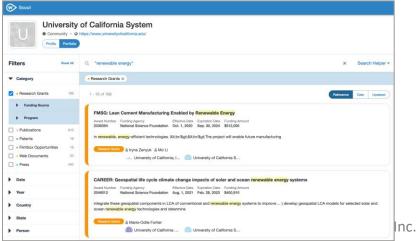
## Internal: understanding your research strengths

- Who at our institution is researching lung cancer?
- What has been happening with [faculty member]'s research?
- What is our track record for winning grant funding in Renewable Energy?









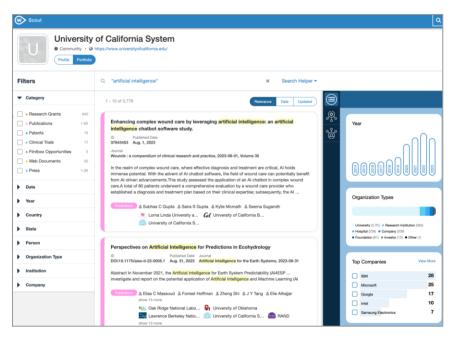


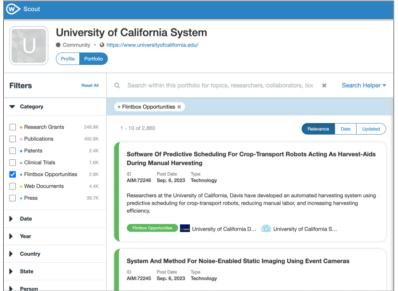
## **External: showcasing your research strengths**

The strength of our Al research capabilities.

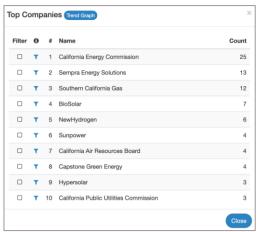
 Our track record of collaboration with industry.

 Technologies we have available for license.











## Navigating the crossroads: multiple opportunities





## Thank you

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