

UWM INNOVATION ROADMAP

A Strategic Development Plan for Innovation Programming at the University of Wisconsin-Milwaukee

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Campus-based innovation programming helps facilitate and produce uniquely talented students and new enterprises. Developing programming and infrastructure to meet the needs of entrepreneurial students requires an understanding of local/regional strengths and weaknesses, a broad perspective on finding and incorporating best practices, and strong support from the institution and its surrounding community. The University of Wisconsin-Milwaukee is growing its innovation and entrepreneurship programming through the launch of the Lubar Center for Entrepreneurship, which will eventually be housed in a new 25,000 sq. ft. facility as part of a \$25 million initiative. With this poster, we examine the UWM regional innovation landscape and incorporate lessons learned as part of the EpiCenter and the University Innovation Fellows Program. We present a programming array, and the infrastructure designed to support those programs.



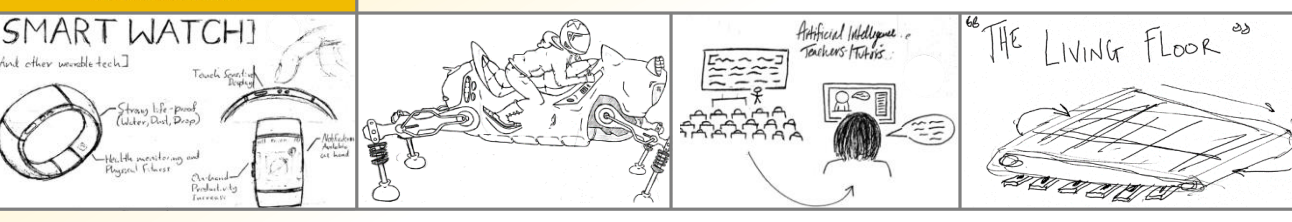
PROGRAMMING

Innovation and entrepreneurship programming that spans disciplines and levels

UWM and the UWMRF are creating programs that engage students from a wide array of disciplines in the entrepreneurship experience. Collectively known as UWM's Ideas Challenge, the various offerings include adapted course work, co-curricular programs – such as the Student Startup Challenge – and existing extra-curricular programs, like the New Ventures Business Plan Competition in the Lubar School of Business.

FRESH IDEAS

Fostering interest and freshman engagement with ideas contests and coordinated events



UNIVERSITY INNOVATION FELLOWS



Students join a national network of change agents

IDEAS CHALLENGE COURSES



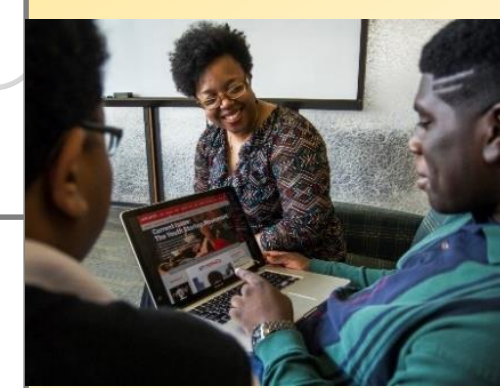
Building and adapting a network of courses that are experiential, linked and flipped

STUDENT STARTUP CHALLENGE



Co-curricular ideas contests that supports student entrepreneurs

SOCIAL ENTREPRENEURSHIP



Integrating Campus Compact and entrepreneurship principles to create sustainable benefits

NSF I-CORPS PROGRAM



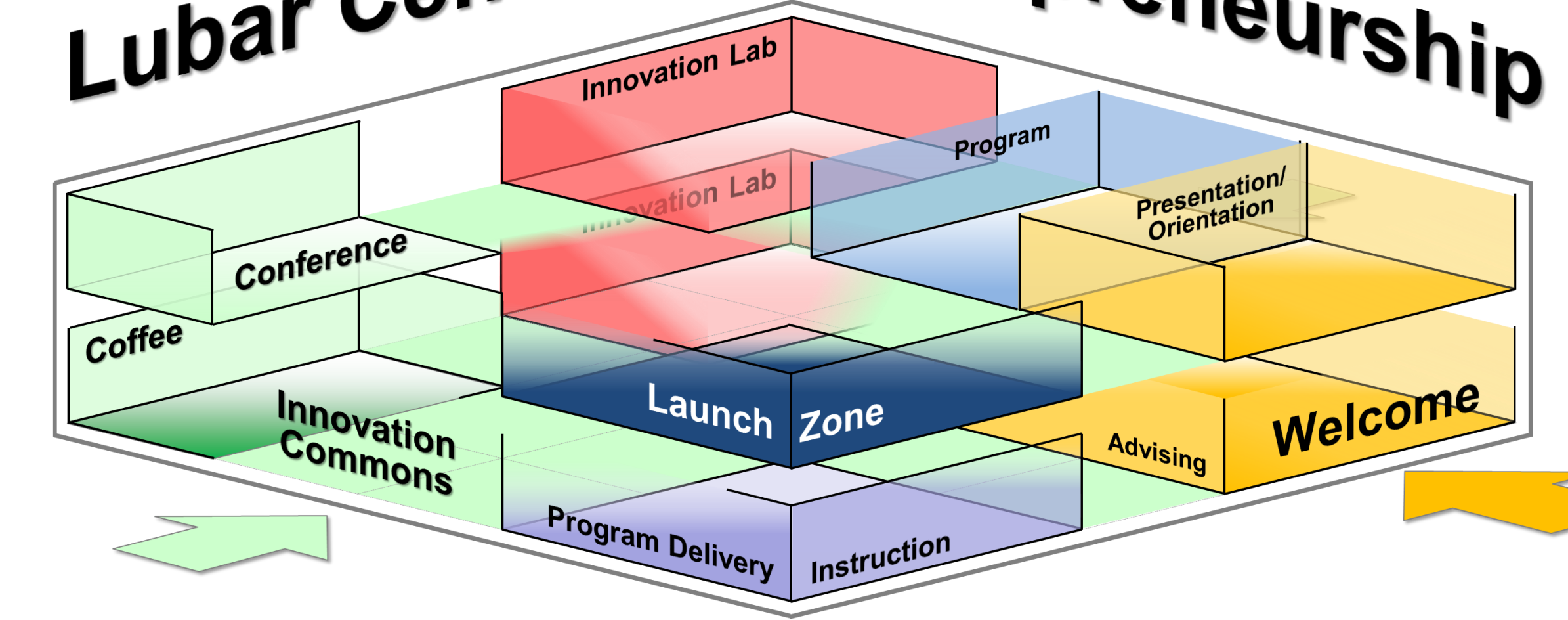
Training researchers at Milwaukee institutions in leading market discovery techniques with support of the National Science Foundation



ENTREPRENEUR IN RESIDENCE

FACULTY FELLOWS

Lubar Center for Entrepreneurship

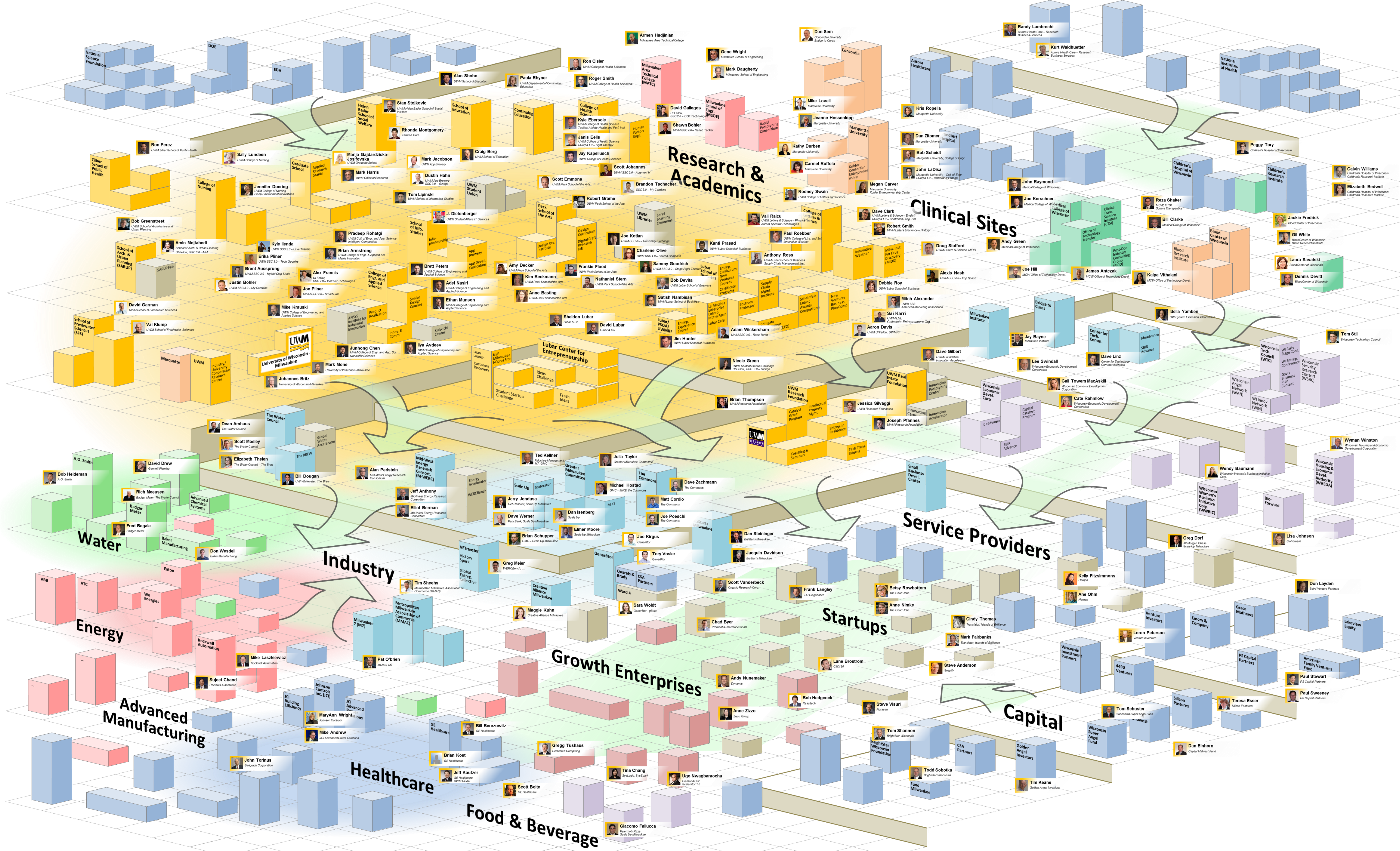


INFRASTRUCTURE

New Facility that will serve as a focal point for entrepreneurship activities at UWM

The Lubar Center for Entrepreneurship and Welcome Center will be housed in a new 25,000 sq. ft. facility at a central location on the UWM campus. This prominent location and the co-location of the Welcome Center with the Lubar Center for Entrepreneurship will send a powerful message about the importance of entrepreneurship to UWM. The new facility will provide space for: Co-Working and Collaboration – allowing students, business leaders and entrepreneurs to meet informally to share ideas; Flexible Instruction – providing a home for "Ideas Challenge Courses" that accommodate experiential learning; Innovation Labs and "Maker" Spaces – providing resources for students to prototype products and software; and Touchdown and Launch Space – providing a home for student entrepreneurs, faculty, community business partners and others to work on building new enterprises.

ECOSYSTEM



Welcome Center

An engaging front door for campus visitors showcasing entrepreneurship



Collaboration and Co-Working

Informal space for meetings and collaboration



Program Delivery/ Instruction

Flexible instruction space accommodating active and engaged learning



Maker Spaces/Innovation Labs

Hands on laboratories for discovery and prototyping



Touchdown and Launch

Shared workspace for entrepreneurs in enterprise launch phase

