

# A Culture of Entrepreneurship and Innovation Arizona State University

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# #1 in the U.S. for innovation

2016 U.S. News & World Report

#1 ASU

#2 Stanford

#3 MIT



## ASU Charter

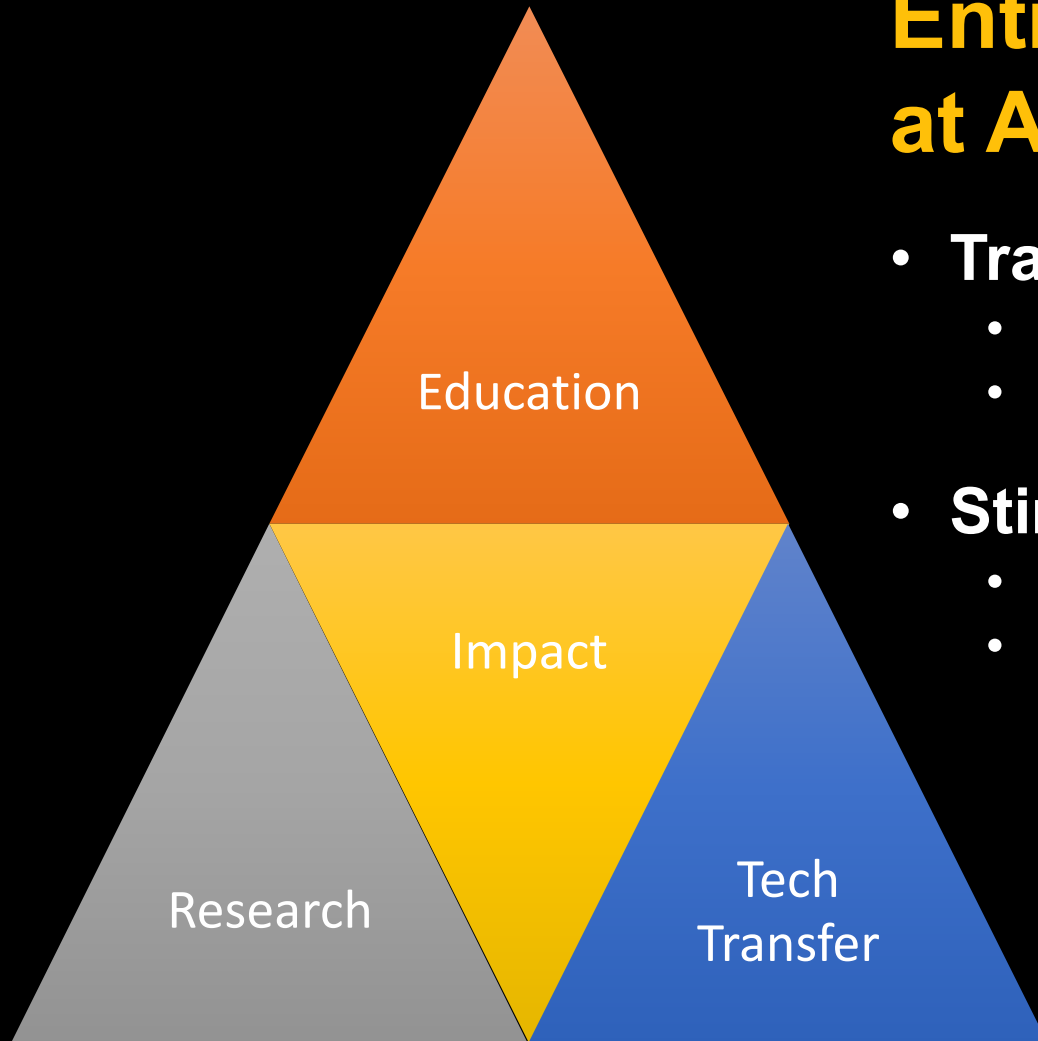
ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it **includes** and how they **succeed**; advancing research and discovery of **public value**; and assuming **fundamental responsibility** for the **economic, social, cultural, and overall health** of the communities it serves.



# Creating an Environment that Encourages and Enables

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## Entrepreneurship and Innovation at ASU



- **Trainable Skills**
  - Process and Implementation
  - System of Strategic Resources
- **Stimulating Imagination**
  - Inform about Problems and Need
  - Generating Solutions born from Experience



# ASU's Tech Transfer Organization



- Metrics
- Rankings (AUTM)

Excellence

Access

Impact

- Don't pick and choose winners
- Work with all of ASU

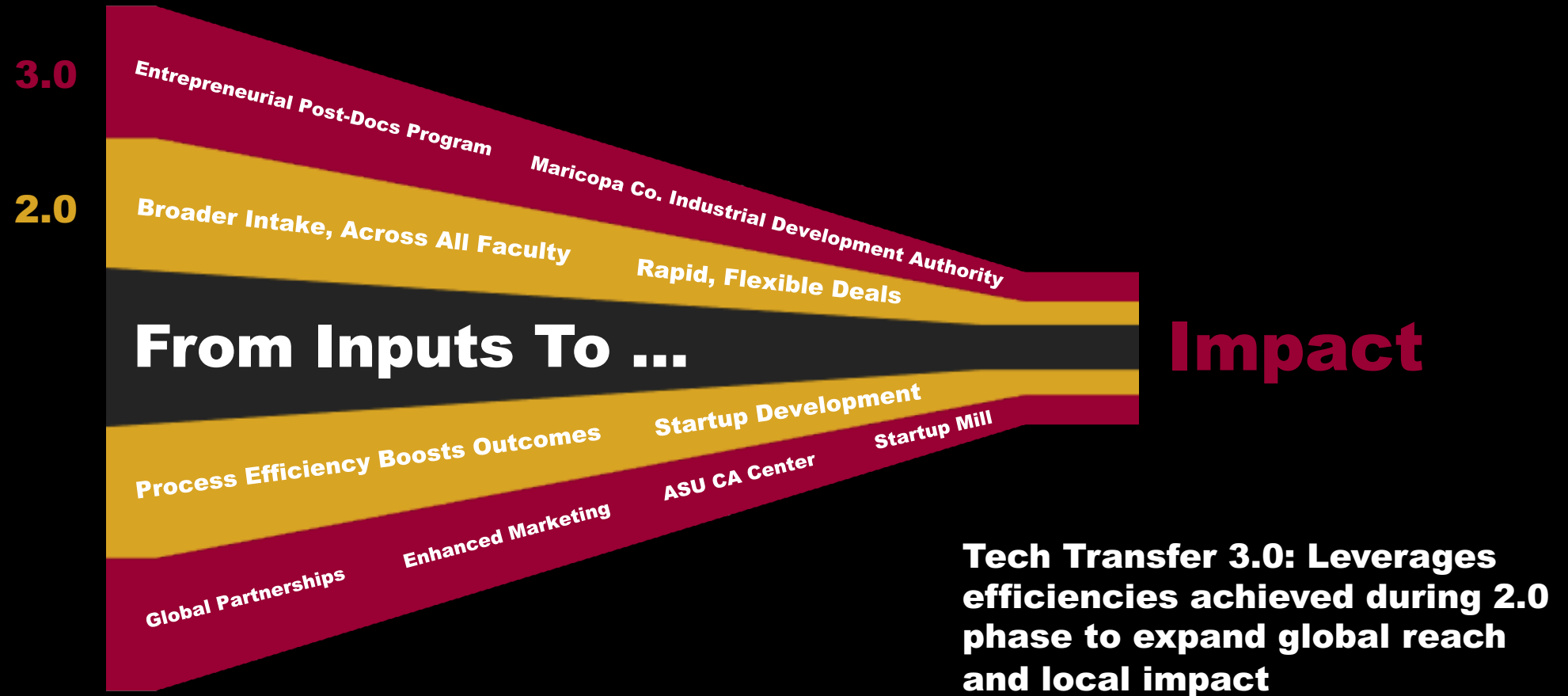
- Jobs
- Investment
- ASU Inside

- **Arizona Technology Enterprises (AzTE)**
  - Exclusive intellectual property management and technology transfer organization
- **Strategic investments, partnerships and leadership**
- **Efficient and Effective Business Model**
  - Deal-based decision making
  - Less focus on upfront payments
  - Speed preferred over “maximizing” dollar value
  - Deal Flow over predicting winners



# Tech Transfer Growth Model

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# AzTE / ASU Venture Summary

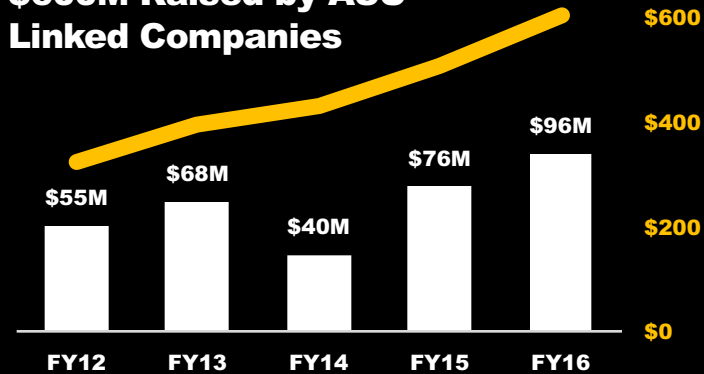


Almost **100 companies** launched based on ASU innovations.

Raised **\$600+ million** in external funding, including an ASU-record **\$96 million** in FY16.

More than **500 people** now employed at ASU-linked startups.

**\$600M Raised by ASU-Linked Companies**



## Significant 2016 Investments

**HealthTell** – First diagnostic platform that can assess real-time immune system response to specific diseases.

**NextPotential** – Waste-to-fuel clean energy company based on technology developed at ASU.

**Smartiply** – Mobile technology company building the first Fog Computing Platform to merge IoT and Fog Networks and enable resource sharing among users.

**Zero Mass Water** – Solar-powered systems that produce potable water for households.





# What We Mean By Impact

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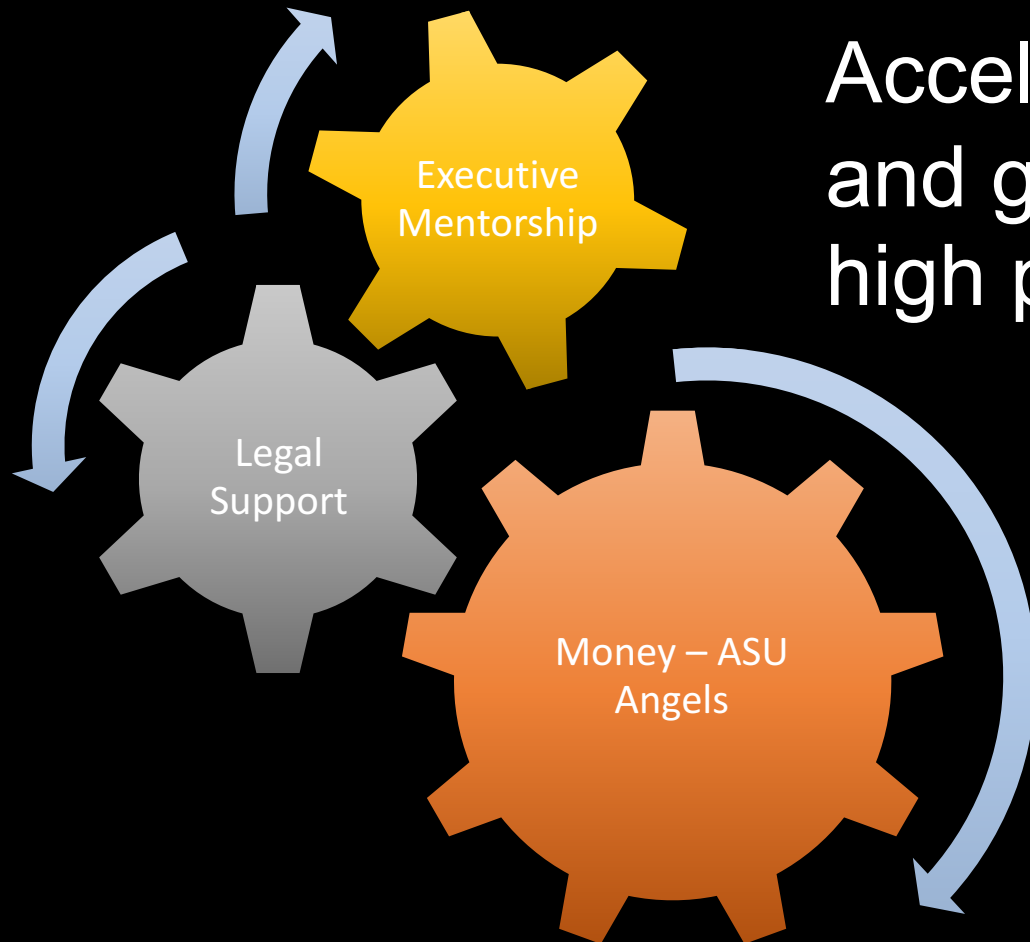
**Technology transfer is a critical mechanism for achieving societal impact by disseminating the knowledge that faculty, researchers and students produce.**



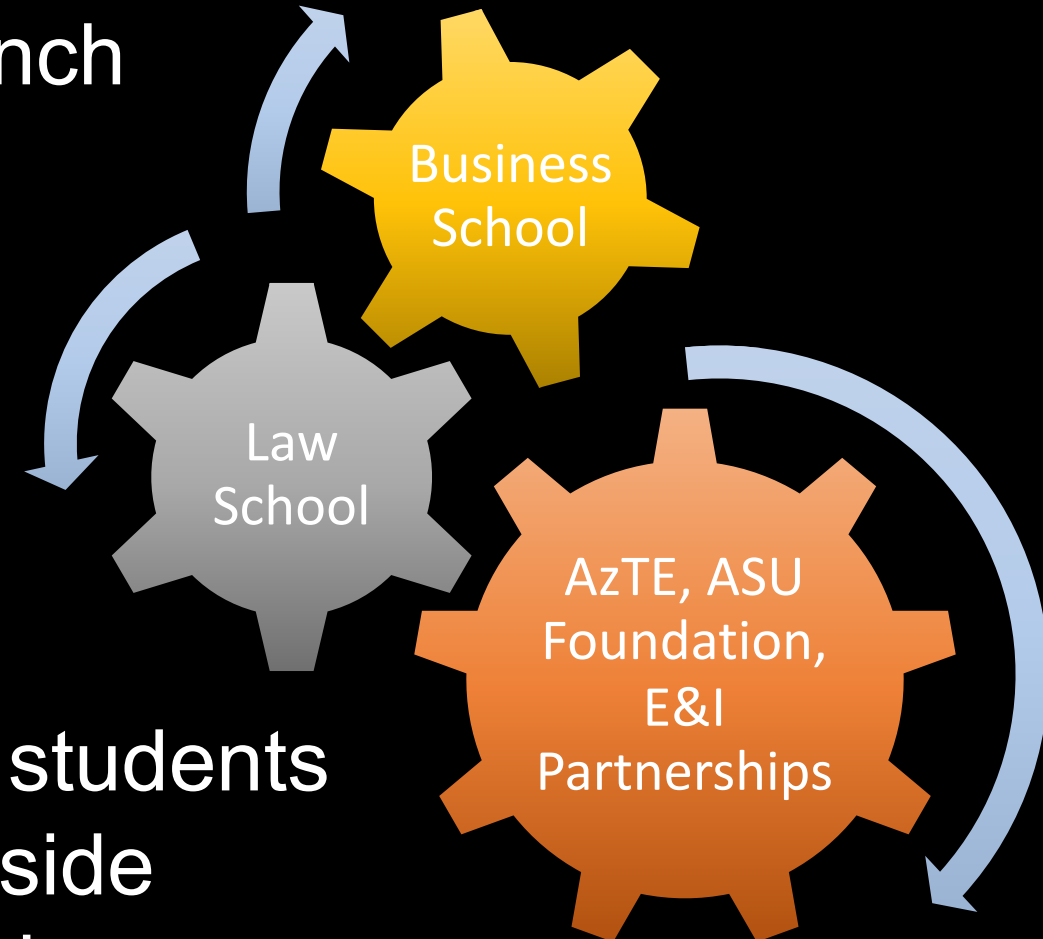
# ASU Startup Mill

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Accelerate launch  
and growth of  
high potential

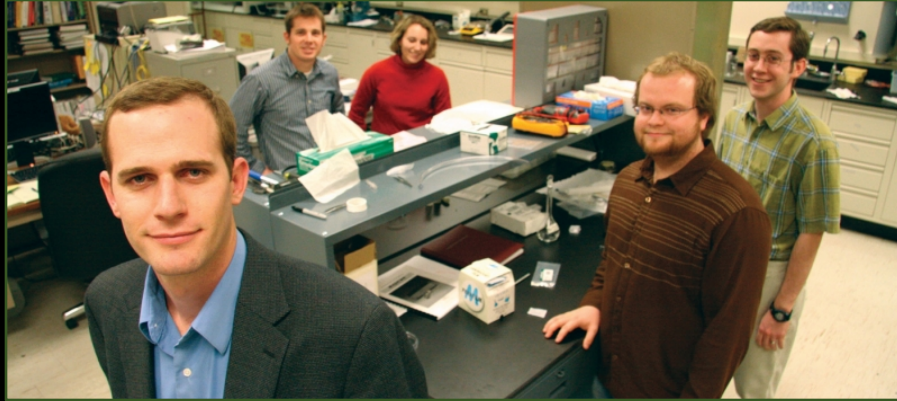


faculty, students  
and outside  
companies





# *An ASU Story*



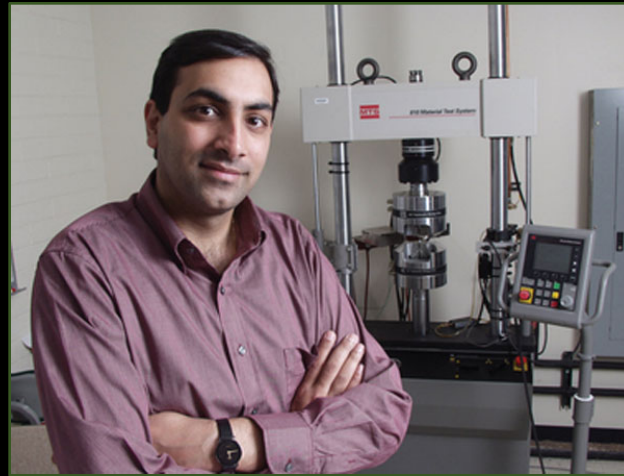


# An ASU Story



**ASU** NanoFab

Development of Fluidic Energy's zinc-air battery technology was enabled ASU's expertise, tools and ASU's Entrepreneurship Training Programs



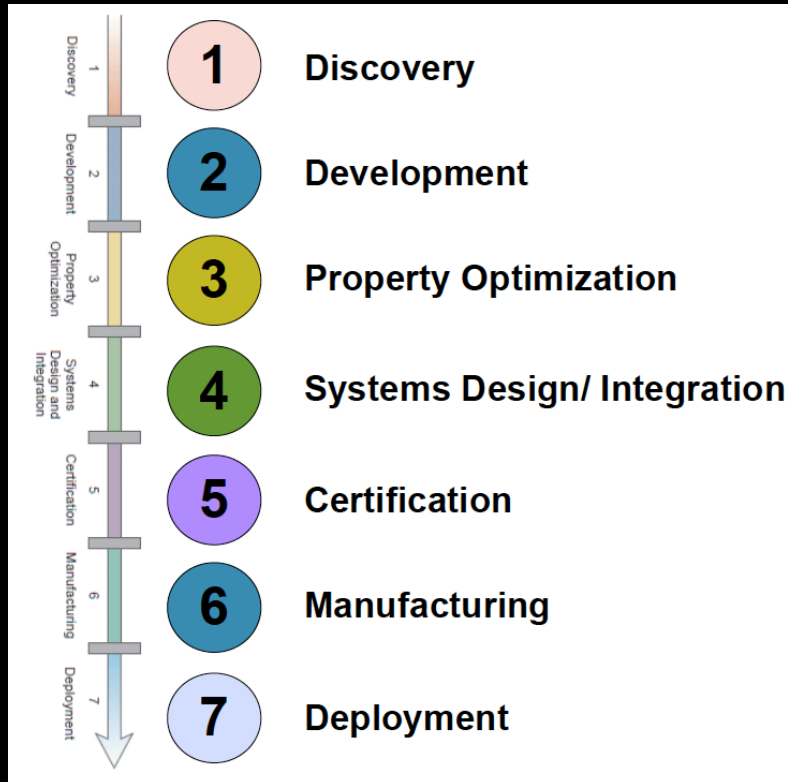
**ASU** LeRoy Eyring Center  
for Solid State Science



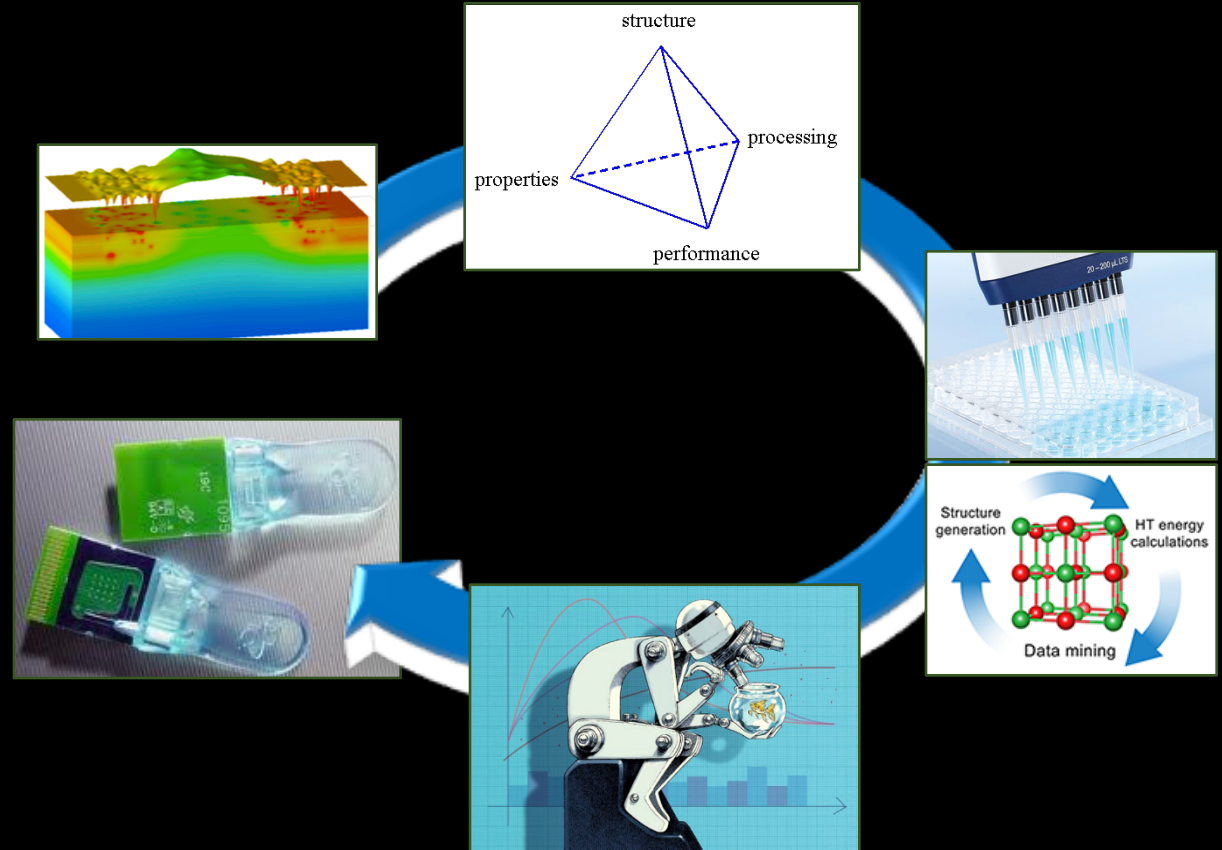


# Next Steps: Re-engineer and improve the process of materials engineering

From Edisonian standard



To a Systems Engineering Approach





# An ASU Innovation in Higher Education



- Addressing urgent needs in higher education
- Reinventing learning models
- Training future generations of master learners





# BY THE NUMBERS



**Digital Academy**

**2016**  
Case Grande  
launch



**Global Freshman  
Academy**

**162,484**  
enrollments



**ASU Online**

**3,242**  
graduates



**PLuS Alliance**

**3**  
universities



**Continuing Education**

**480**  
courses



# STARBUCKS COLLEGE ACHIEVEMENT PLAN



**139**

Number of first bachelor's degrees earned

**394**

Number of students enrolled in Organization Leadership, a 3-credit custom Starbucks elective course

**79%**

Retention rate

**1**

Number of Awards for Innovation SCAP has received from President Crow (Spring 2016)

**150%**

Growth from Spring B 2015 to Spring B 2016

**5K+**

Number of cumulative enrolled partners



# Conclusions

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- Entrepreneurship and Innovation Can be Learned
- Creating Support Network and Resources is Critical
- Flexibility and Innovation of Process is Valuable
- Explicit attention to Creating a Culture of Innovation is Essential

