

A new 21st-Century Contact Sport: Solving Global Challenges using both the Lens of Research *and* the Lens of the Market

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University of Wisconsin
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The academic research mission

- Gain knowledge and an understanding of the world
- Disseminate and share results
- Train future STEM practitioners

Lens of Research Impact



**Traditional end of academic
research impact and researcher
role**



The Problem

Scientific solutions are needed to address major global issues



The Solution

Scientists and engineers



...are key to the solution!!!

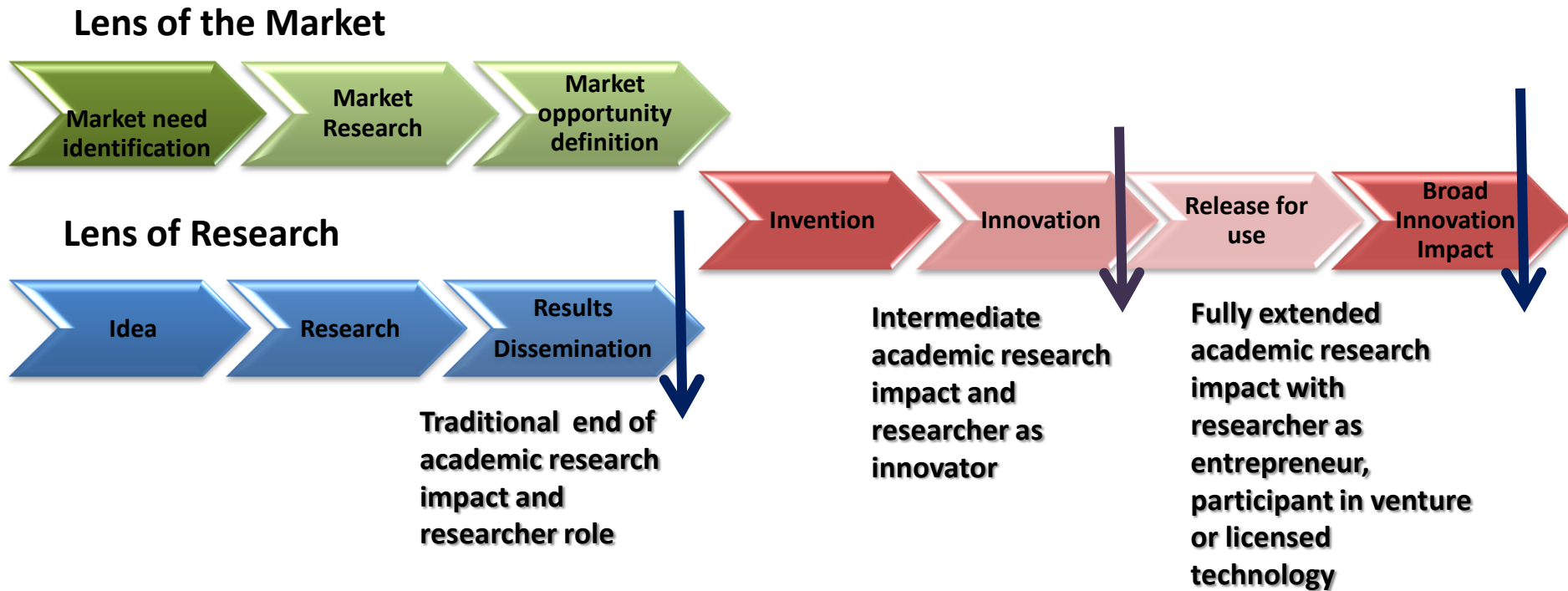


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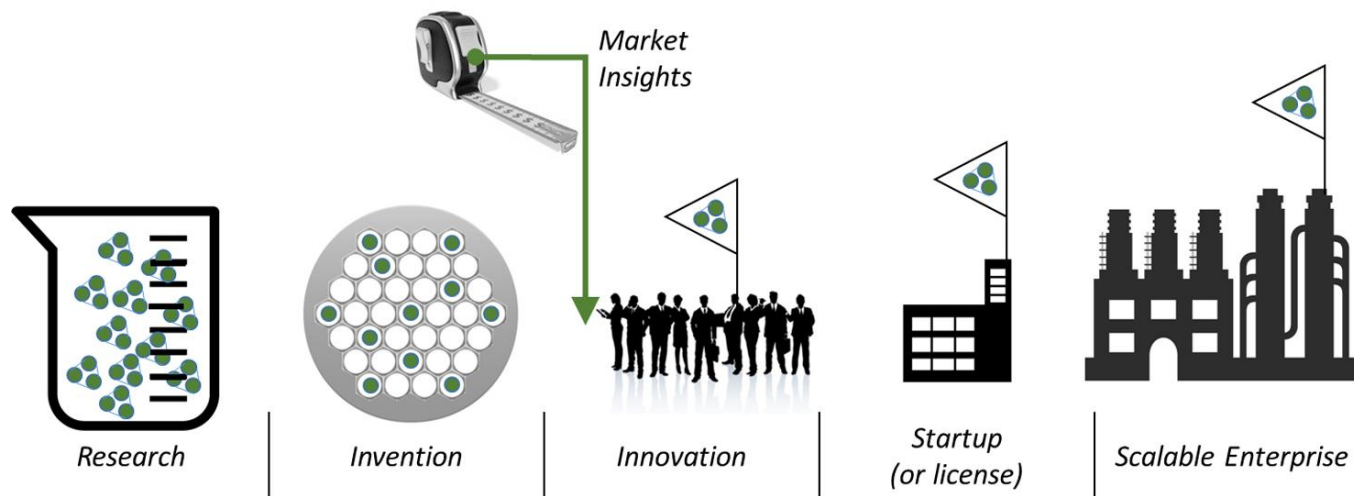
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Research mission – extended view

- Use the lens of the market as another mechanism for providing a context for conducting research.



Research₂ Innovation₂ Commercial Process



Innovation Process



InnovaTOR Process

*Acknowledge
the opportunity*



build Awareness



*Accept the
innovator path*



take Action



*produce
Accomplishments*



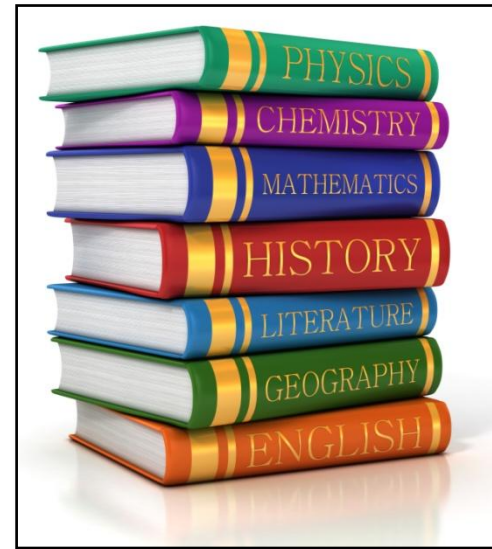
Embracing the extended view...

Means embracing a process that goes beyond research..

The journey starts with:

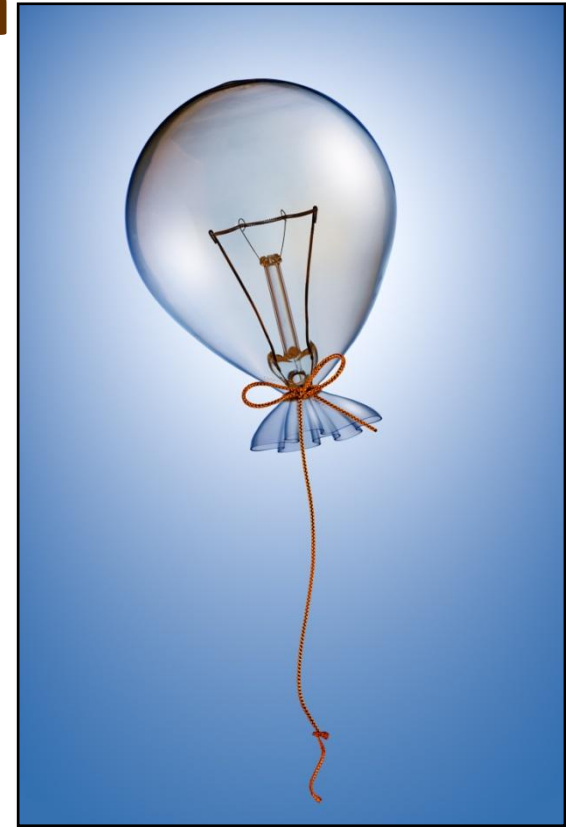
- Gaining a common vocabulary – Lens of the Market
- Planning for the trip – Research to Innovation (R2I) planning

Every word you see, every idea you have is the translation of new idea.



Innovation: Embracing a Working Definition

Innovations: Scientific results that are *translated from research to practical use and deployed effectively as solutions* to market needs...



Transatlantic dialogue



Innovation



Research



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Market

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Technology
Platforms

Innovations

Market
Aligned
Innovation
Applications

Basic
Research

Research

Market

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Research

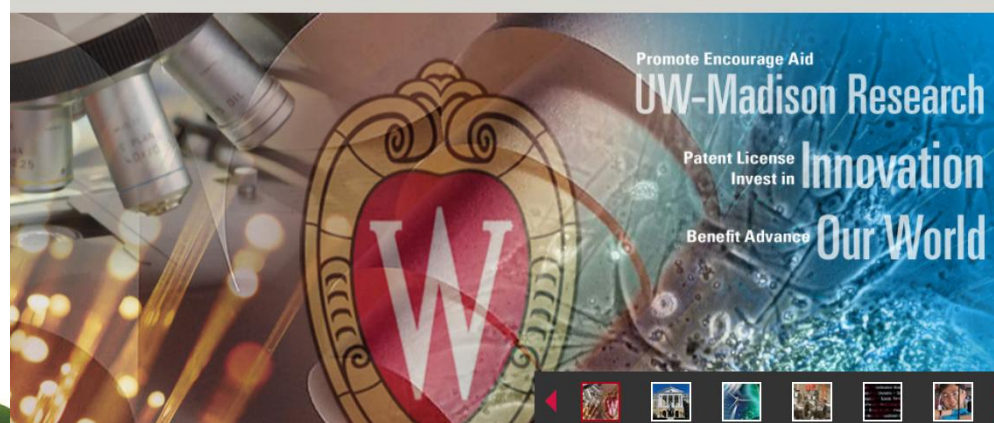
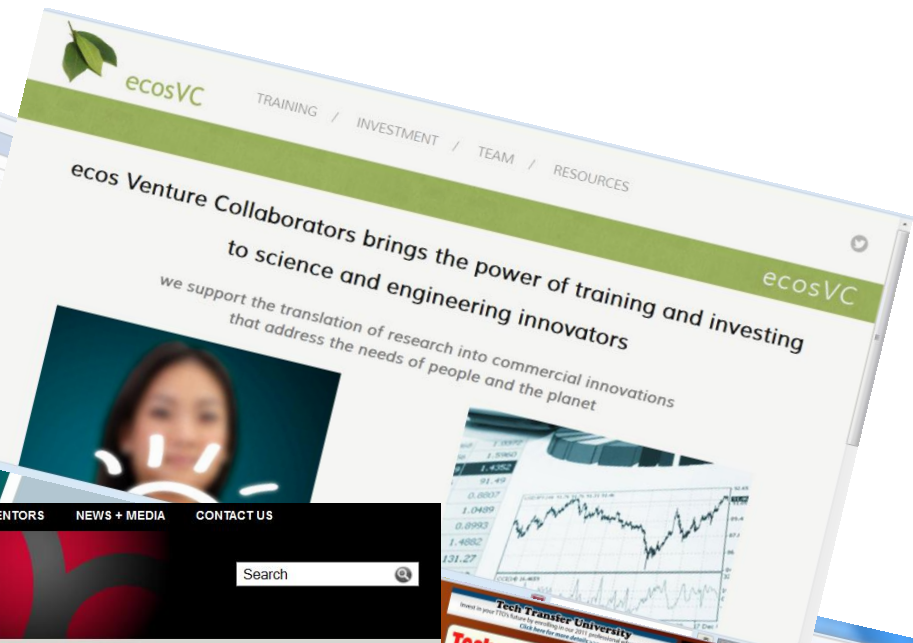
Market



Research

Market

Resources: The NEW Cottage Industry!



Innovation

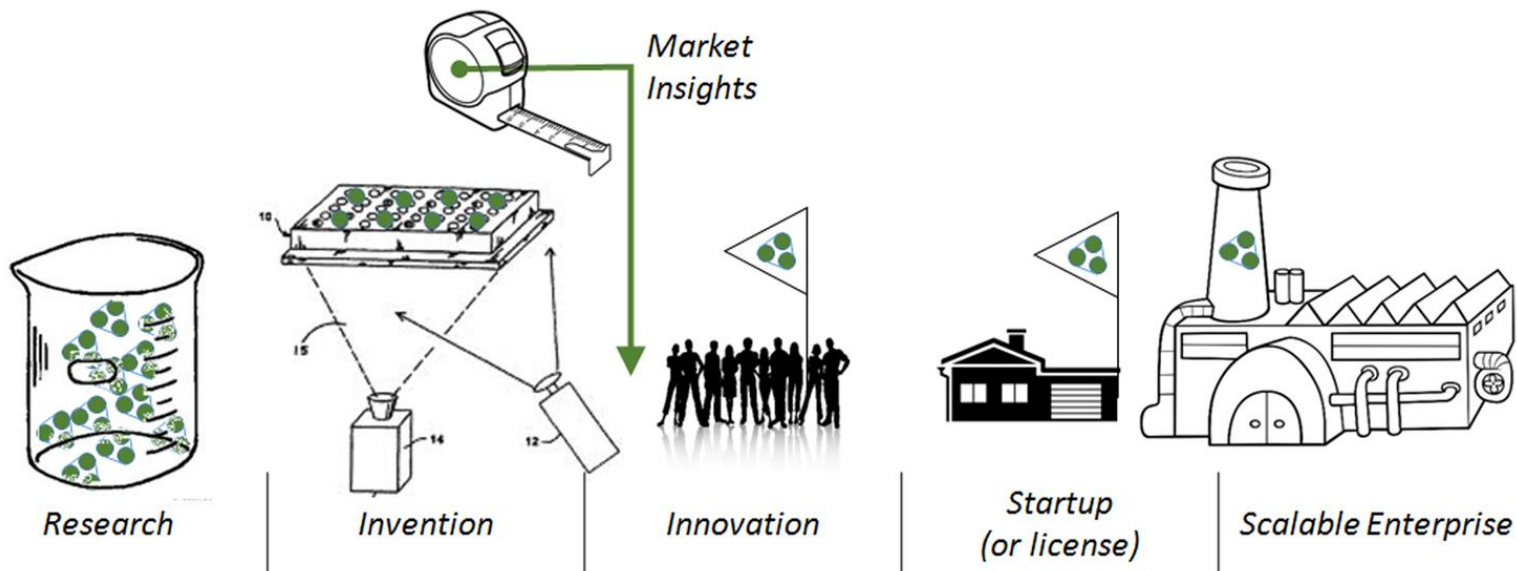


<http://vimeo.com/59090745>

<http://vimeo.com/38402823>



Research₂ Innovation₂ Commercial Process



InnoVATION Process



InnoVATOR Process

Acknowledge
the opportunity



build Awareness



Accept the
innovator path



take Action



produce
Accomplishments



Innovator: Embracing the extended view...



It also means *embracing a personal change process that goes beyond being solely a researcher..*

The journey starts with:

- Acknowledging this is a possible *additional role*
- Planning for the trip – researcher, innovator, entrepreneur



EDUCATE... TO INNOVATE

Only 1 percent of more than 200 [U.S.](#) entrepreneurs surveyed cited higher education as a significant motivator toward starting their own venture, while 61 percent cited their "innate drive." Northeastern University Survey

Entrepreneurs are born, but can they be taught? By Jim Hopkins, USA TODAY



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Are Entrepreneurs Born or Made? Two-thirds of entrepreneurs claim they were inspired by innate desire, not education or training, according to a new survey. By Leslie Taylor | Inc. | Oct 24, 2006

The Innovator Solution

Have the skills and equipment required for success...just as in any (contact) sport.



...is key!

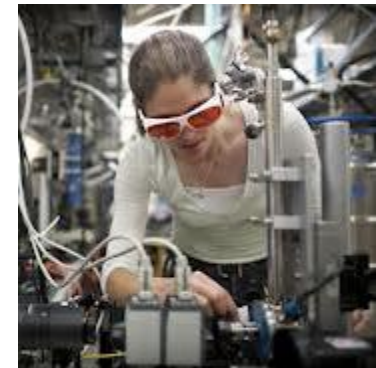


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The Innovator Solution

**Skilled and trained
scientists and engineers
able to define and
develop market
deployable technical
solutions....**



...are the key



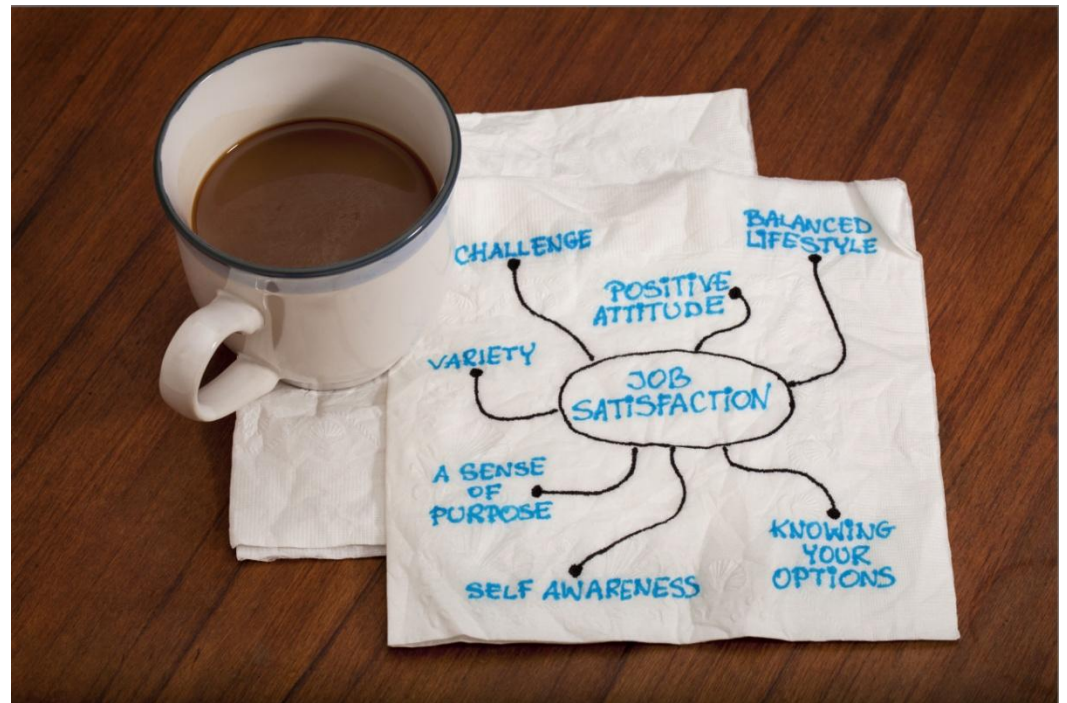
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by knowing the “words”
and “grammar”
rules...you can use it to
your advantage!

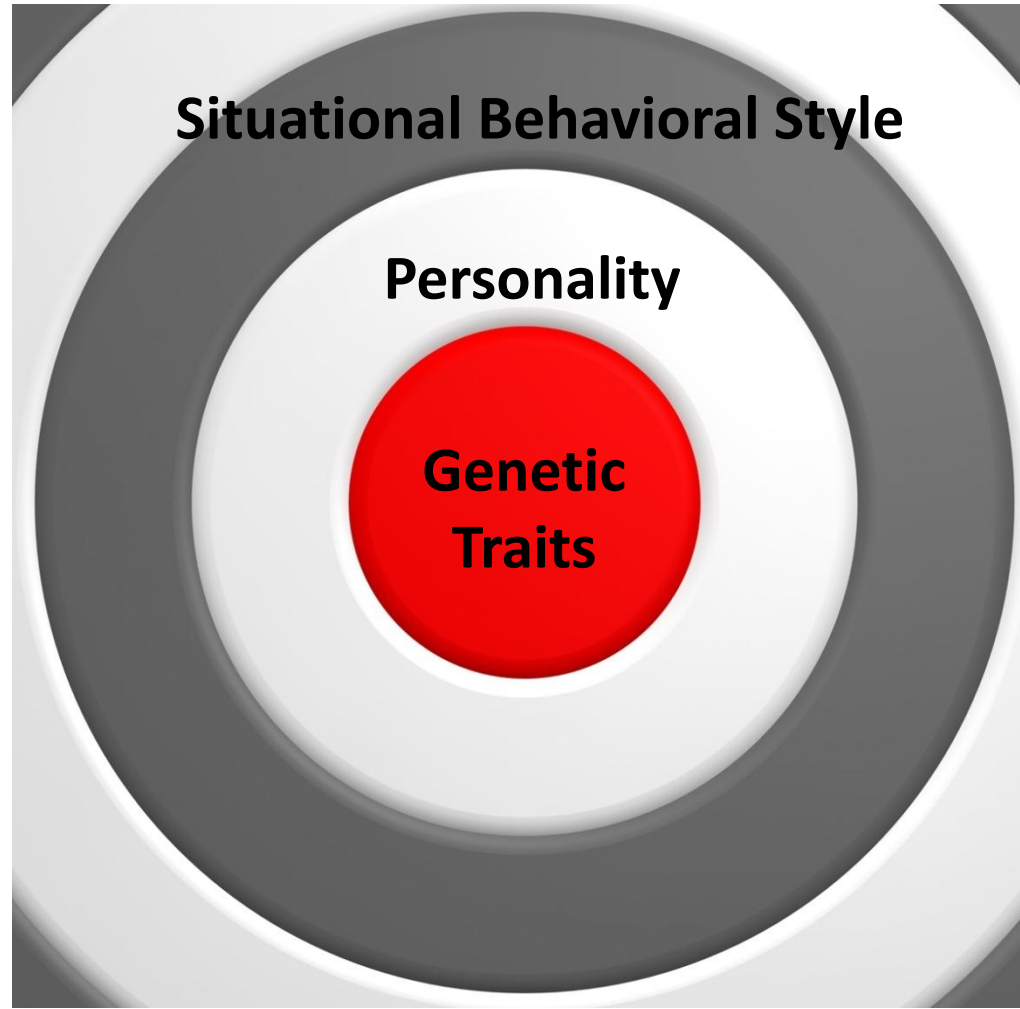


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by knowing “yourself” and what you knowledgeably want to do!...you can use it to your advantage!



Self in the Environment



Behavior or Style

- Observable
- Flexible and dynamic
- Not “right” or “wrong”
- All styles are valuable, needed and can be effective BUT
- Situationally based
 - Therefore, **IF YOU *KNOW*, YOU CAN *DECIDE!***



Goals of the Analysis.....

- Gain insight into your behavioral tendencies
- Develop an understanding of how your behavior affects others.
- Understand, respect, appreciate and value individual differences
- Define strategies for working together to increase productivity
- Enhance your effectiveness in accomplishing tasks by improving your relationships with others.



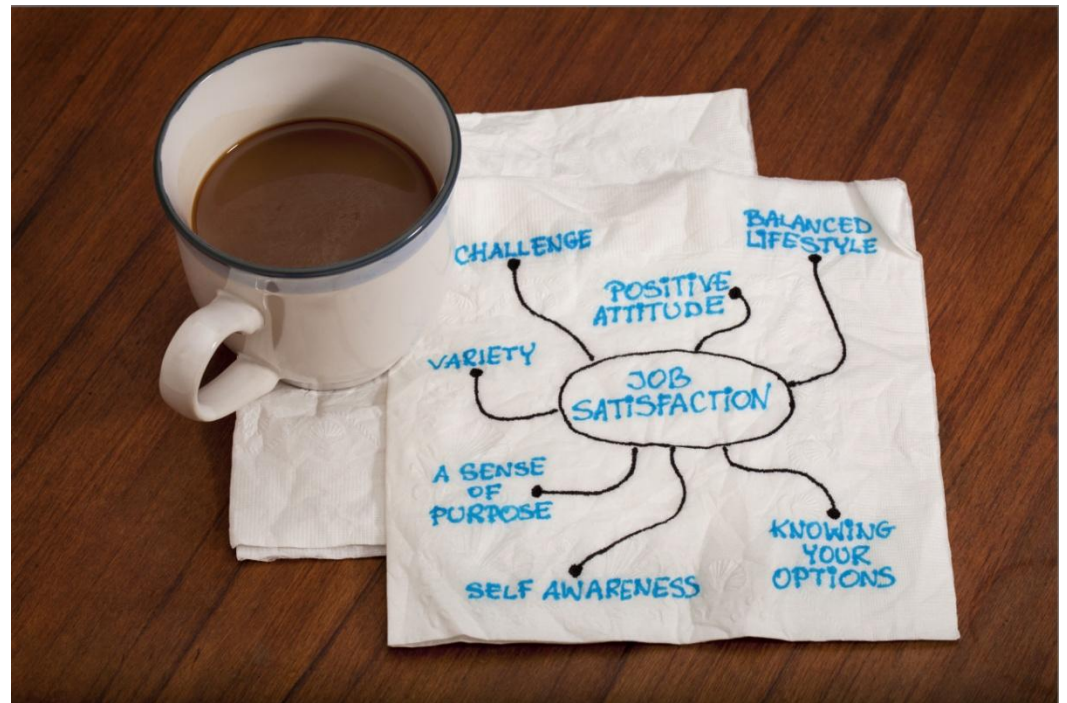
Which STLYE “makes” a better Innovator?



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what you knowledgeably
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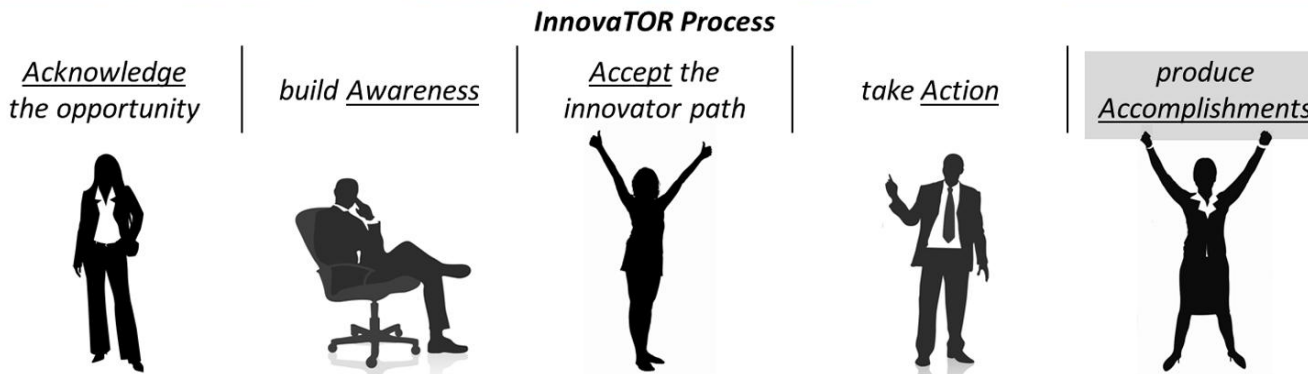
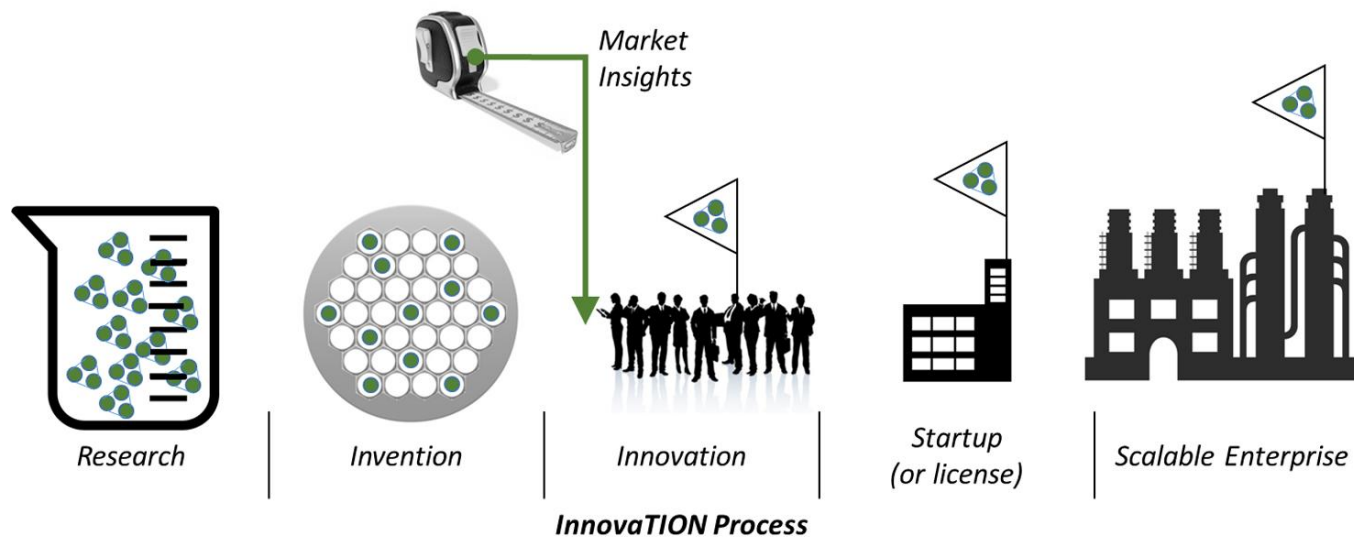
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Research₂ Innovation₂ Commercial Process



VALLEY OF DEATH:

Trained, skilled and motivated science and engineering innovators – can convert research into commercial innovations, and change the so-called “Valley of Death”



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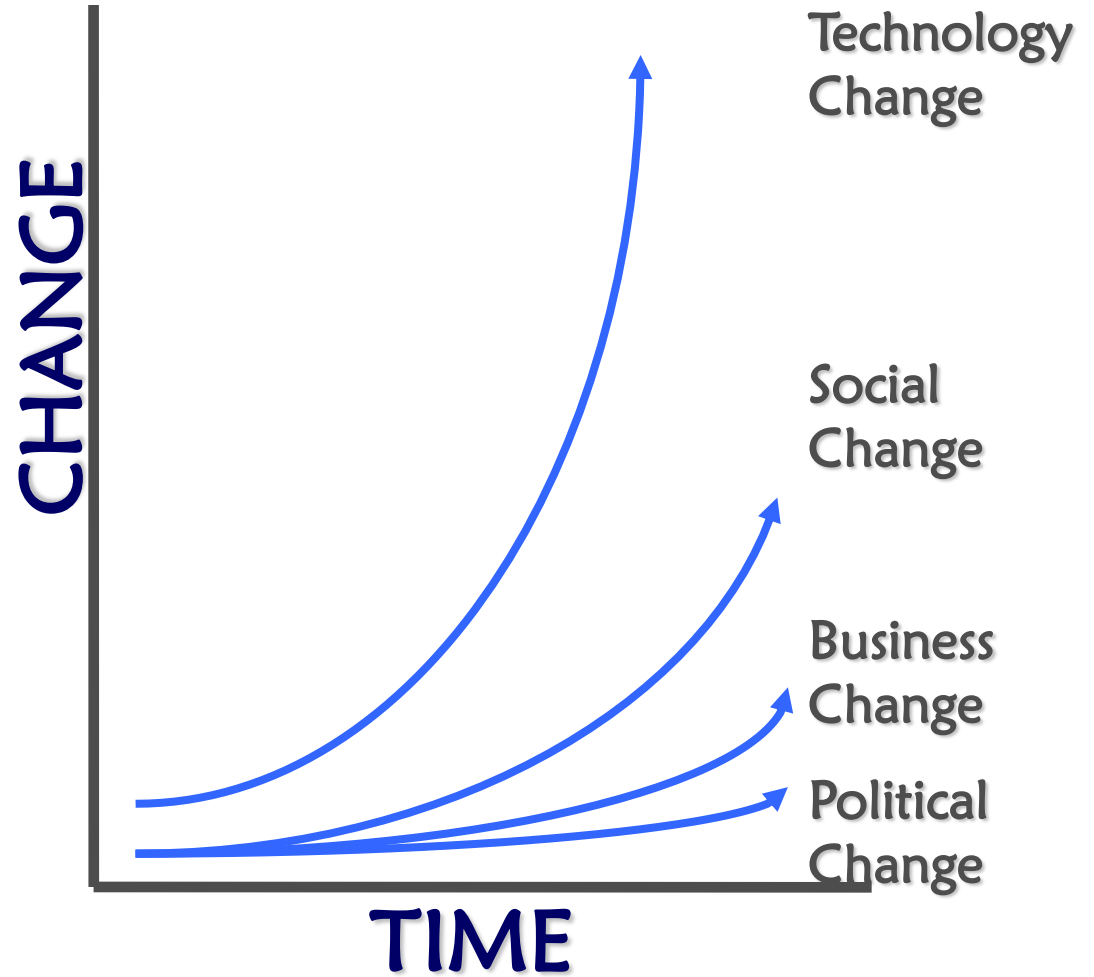
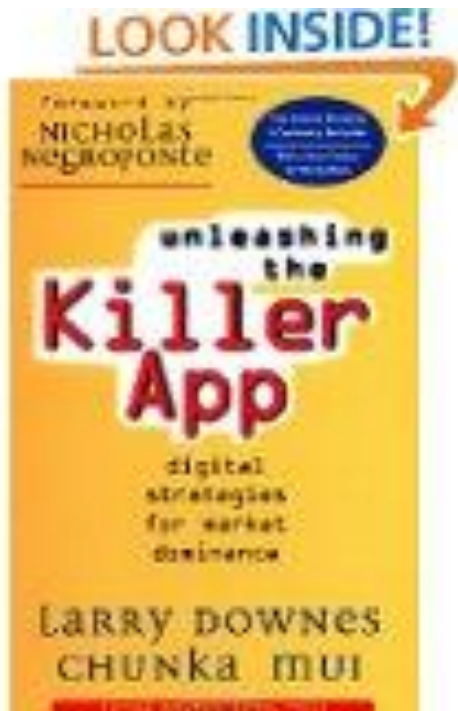
Into a **TIME OF BRILLIANCE**



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AVOID losses in translation..*both* the innovator and the innovation

The skills, vocabulary and confidence for innovators to “fail fast and iterate” to **SUCCESS..**



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The Innovator Solution

YOU will have the skills and equipment required for success...just as in any (contact) sport.



...is key!



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