



ECONOMIC DEVELOPMENT

THE UNIVERSITY OF OKLAHOMA®

Economic Development Council

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OU Strategic Planning & Economic Development

All Campuses

University Vice President for Strategic Plan & Economic Dev

- Support OU Presidential Priorities
- Maximize University EcDev impact
- Manage external EcDev relationships

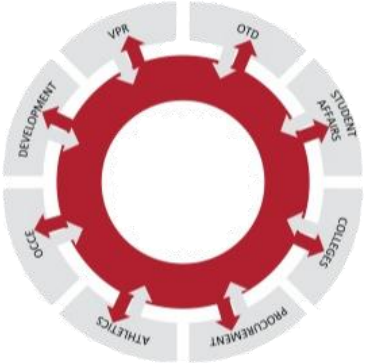
Strategic Planning

Economic Development

Corporate Engagement Office (CEO)

Office of Technology Development (OTD)

Center for the Creation of Economic Wealth (CCEW)



- Corporate recruiting/interface
- Business Intelligence (to other OU entities)
- Research Campus Private Sector Relations:
 - Strategic Relations
 - Community-building activities

Research Disclosure

IP Protection

Marketing

- Traditional Technology Transfer function
- Multi-campus and technology licensing focus
- Manage external new venture funding relationships

Interns

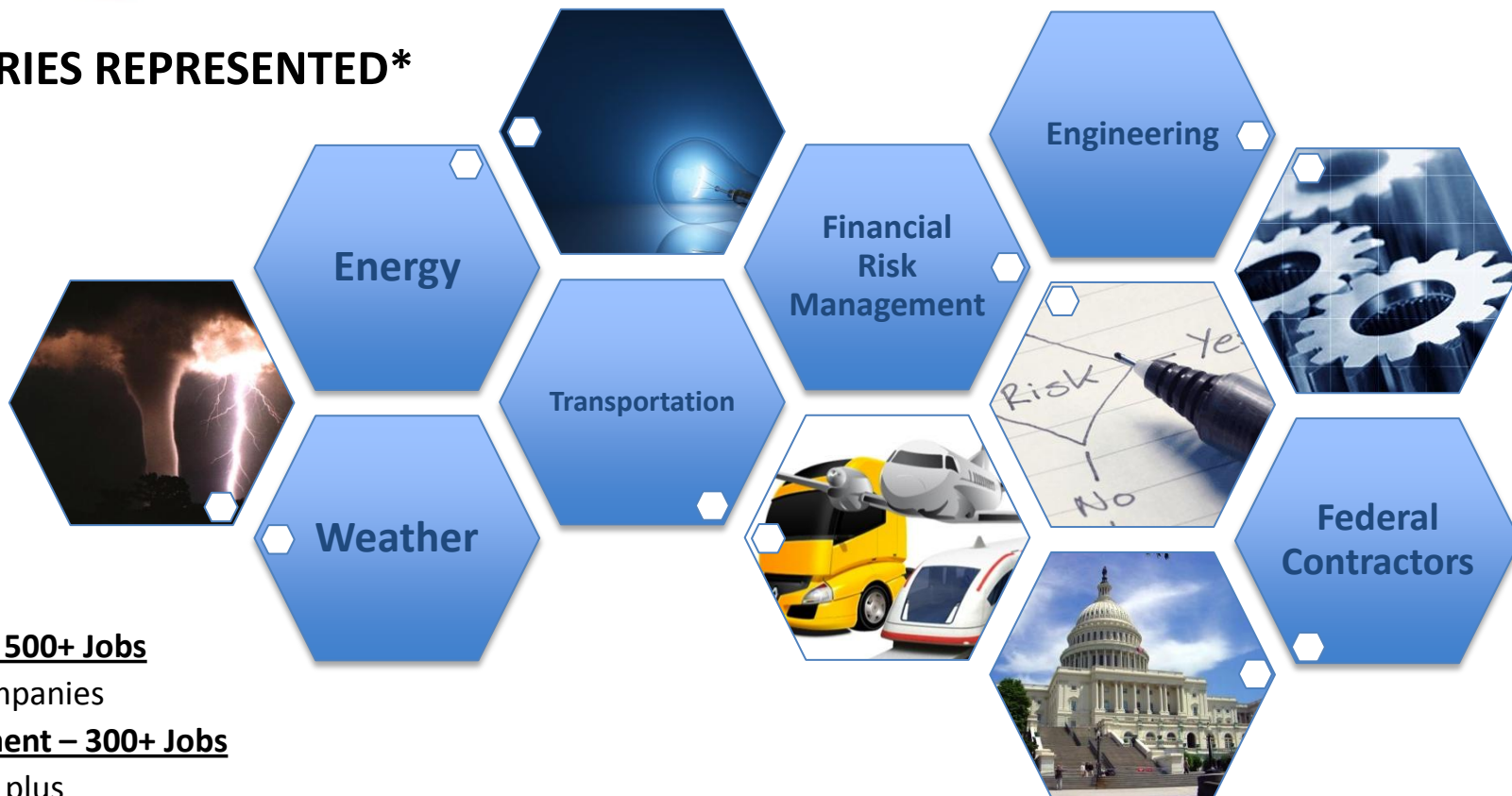
Mentors

Inventors

- IP Commercialization
- Software Business Accelerator
- Social Entrepreneurship
- External Citizen Entrepreneurs
- EDGE funding assistance
- OU Tulsa Expansion

Industry Clusters: Research Campus

INDUSTRIES REPRESENTED*



SECTORS

- **Private – 500+ Jobs**
 - 14 Companies
- **Government – 300+ Jobs**
 - NOAA, plus
 - Includes 90 new jobs from Regional Climate Science Center
- **University Research – 900+ Jobs**

Relationship Management– Engaging corporations individually, assessing needs & providing solutions.

Cooperative Planning– embracing complimentary industries within the context of OU Research via engagement with relevant academic departments.

**Upon Occupancy of Four Partners Place, 1Q 2013, and establishment of Regional Climate Science Center (3-year phase-in)*



690 Disclosures



229 Patents Issued



36 Companies Launched

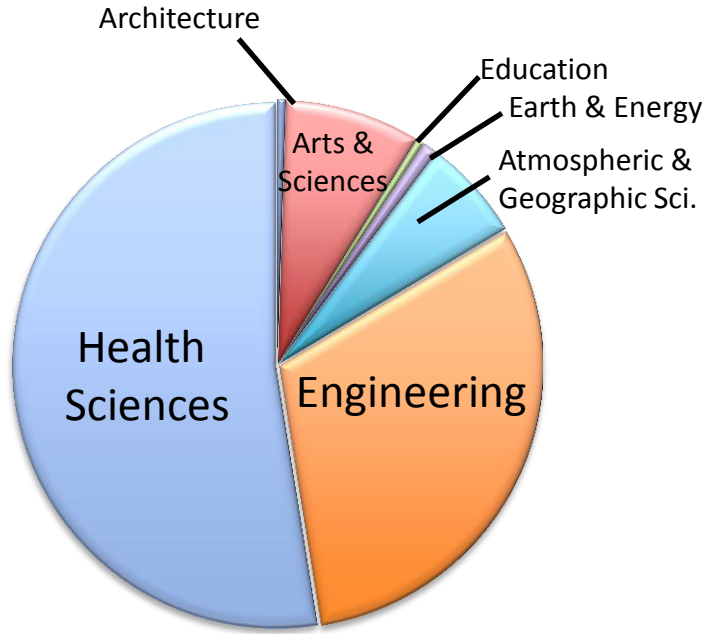


Disclosures By College

Example Licensees



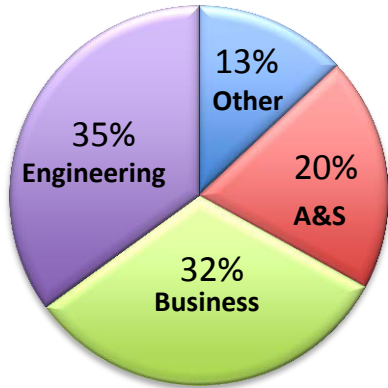
Spinouts



CCEW IMPACT: 2006-2012

CCEW ATTRACTS OU'S TOP STUDENTS WHO DRIVE ECONOMIC DEVELOPMENT

N=203



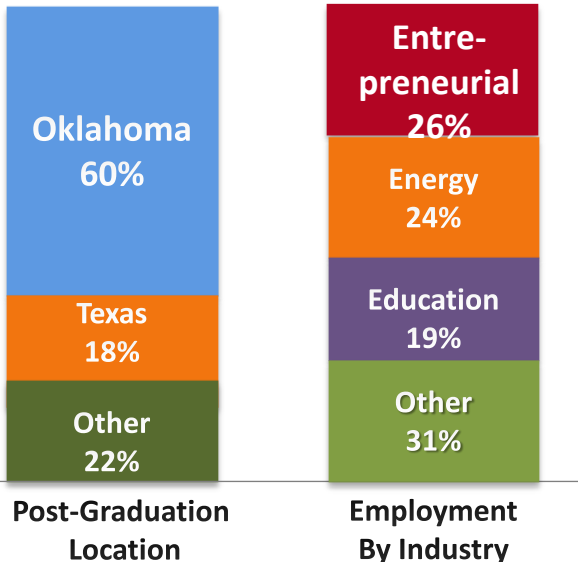
Quick Facts

- **63 majors**
- **10 colleges**
- **3.72 average GPA**
- **55% Honors College**

- **Capital Raised = >\$7MM**
- **Licensing agreements = 6**
- **Startups launched = 6**



CCEW ALUMNI REPRESENT FUTURE LEADERS GLOBALLY AND IN OKLAHOMA



Global Employers

- Amazon
- Barclays
- Boston Consulting Group
- Beyond Petroleum
- Conoco Phillips
- ExxonMobil
- Goldman Sachs
- Google
- IBM
- McKinsey
- Schlumberger

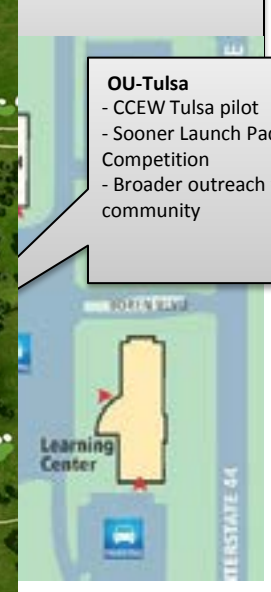
Grad Programs

- Harvard Business School (8)
- Cornell
- Kellogg
- MIT
- Oxford
- Stanford

Integration and Impact on the OU Community



OKLAHOMA-TULSA



OKLAHOMA Center



Fine Arts
 - Vis Comm / SoBA
 - TEDxOU

PSS
 - Marketing
 - OSSM

College of International Studies
 - SE Symposium
 - Social entrepreneurship projects

Central Adm
 - Housing
 - Auto pool

Information Technology
 - Google Apps
 - OU2GO

College of Arts and Sciences
 - Internships
 - Graphic Design
 - The Oklahoma Group

College of Education
 - K20 Center: DNL, Classwalk

College of Law
 - Transactional Clinic
 - Sports Law Connects
 - 1 Ec Dev FTE teach

National Weather Cent
 - IGERT Grant Applicatio
 - Governors Cup

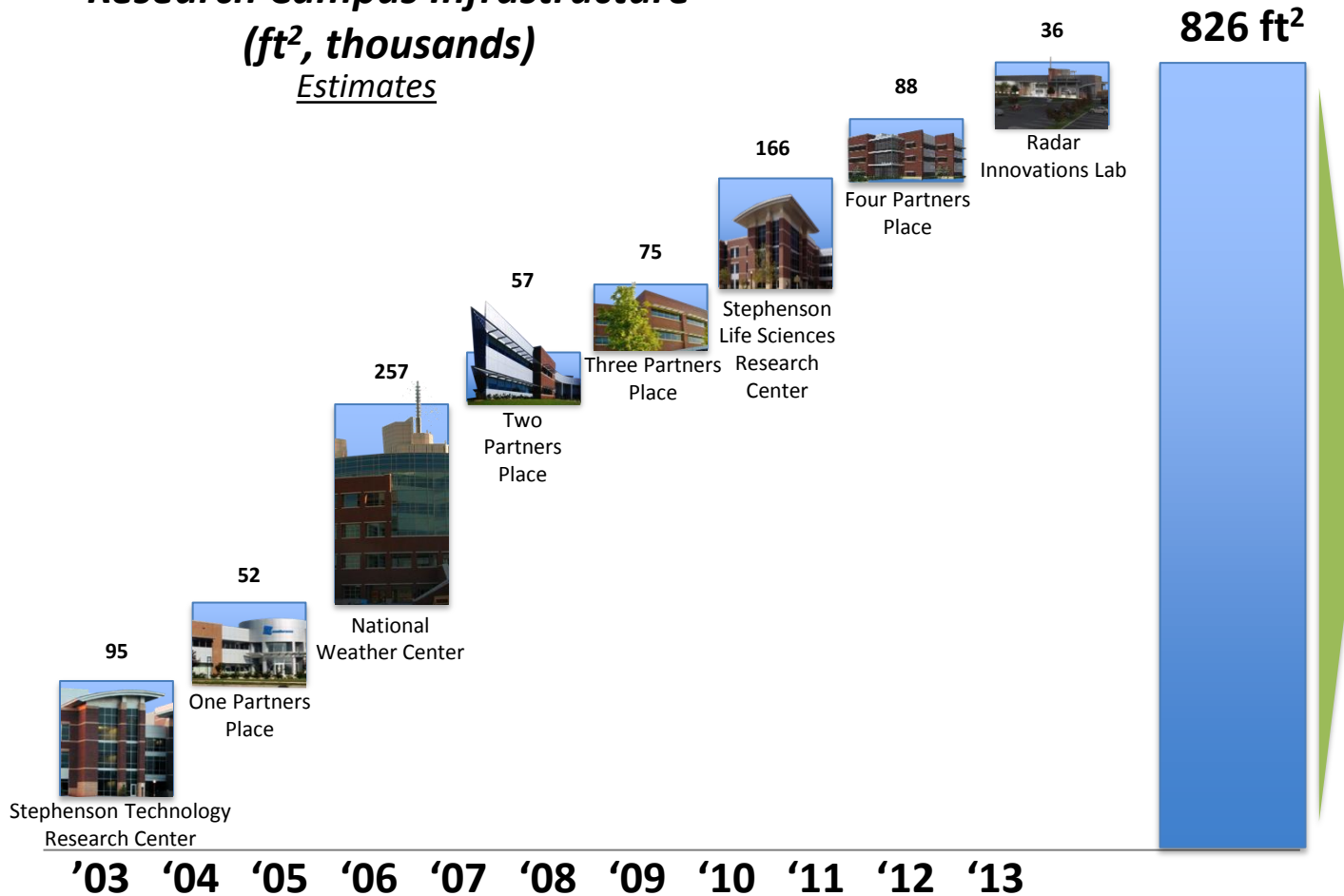
Launch the High Process for VFR consultations

OU-Tulsa
 - CCEW Tulsa pilot
 - Sooner Launch Pad Pitch Competition
 - Broader outreach with Tulsa community

OU Health Sciences Center
 - 3 Tri-State Gov Cup Winners
 - SoBA products for HSC dept (EMMA)
 - Dean McGee – EyeChina Project
 - Assistance with multiple IP licenses

Growth & Impact of OU Research Campus: 2003 – 2012

Research Campus Infrastructure (ft², thousands) *Estimates*



Since 2003:

- \$288 million Research Campus infrastructure investment
- Upon Four Partners Place opening:
 - 15 private companies
 - 500+ private jobs
 - 250+ federal jobs

Since 2005:

- OU-Norman Research +60%

Since 2008:

- OU Technology Commercialization +100%

2013 and beyond:

- Five Partners Place in design phase
- Radar Innovation Lab complete in 2013

Integration and Impact the State

OSU, Stillwater

- 4 shared technologies
- 2 shared patents
- 1 licensing agreement
- Joint i6 grant applicant

Tulsa

- 1 shared technology with Univ. of Tulsa
- Tulsa Metro Chamber
- SLP Pitch Competition

Oklahoma City

- MOU with i2E
- Greater OKC Chamber
- Oklahoma DOC

Norman

- Norman Chamber
- Norman Economic Development Coalition

