

LAUNCH

BUILD-OUT

EXECUTION

Strategy

Step 1

Step 2

Step 3

Step 4

Step 5

Vision:

Create a limited number of enduring strategic private sector global partnerships in the realm of agriculture/food and nutritional science which are economically based and designed to appropriately engage the knowledge and assets of a 21st century land grant university

Mission:

Enhance university/private sector collaboration and complementary capabilities to advance the university and to accelerate economic growth through the transition of knowledge and technology-based products into the marketplace through innovation, talent development and professional training

Engage:

Targeted engagement of Agriculture and food system global companies will be undertaken to understand their opportunities and challenges with regard to needs in innovation, talent and professional training

In this initial step, particular attention will be paid to those companies willing to collaborate and invest in the creation of a university/corporate partnership consistent with the anticipated growing demands of the global marketplace

Included in the initial engagement will be personal visits by university leadership with corporate executives as well as with company research, business development and venture capital leaders

Align:

Identify where natural alignments exist with the university and any particular company. Partnerships only occur when there is alignment of interests/needs, complementary capabilities/assets and defined shared benefit

While alignment will become apparent, so will capability, science, facility and capital challenges that inhibit alignment. Identification of these challenges and their interconnectedness will be essential because they will tend to undermine not only the formation and execution of active partnerships but also their ability to achieve desired benefit

Enable:

The evolving, complex problems now facing global agriculture and food systems are of such scope that they can only be addressed through transformational, interdisciplinary thought and action. The more intricate and complex problems become, the more complementary capabilities and resources are needed to solve them. It is this need that ultimately will form the foundation for enduring partnerships

In this step, a systematic assessment will be made defining exactly what challenges must be overcome to enable the success of individual university/corporate strategic partnerships

Great care will be taken to fully explore these challenges and directly address them in particular master plans designed to enable each strategic partnership to thrive and endure

Advance:

Secure key partnerships, identify specific shared goals within each partnership, ascertain progressive benchmarks for success, and advance each partnership via targeted, economic-based projects and initiatives focused on innovation, talent and professional training

In this step, performance metrics and clear expectations will be established to monitor and measure the advancement of each individual university/corporate strategic partnership

Enrich:

Over a time frame of years, it is anticipated that there will be created five or six strategic agriculture/food and nutritional science systems private sector global partnerships that will:

- 1. Increase the transition velocity of transformational knowledge and technology-based products into the global marketplace
- 2. Create tangible economic value by addressing complex current and future agriculture/food system challenges
- 3. Enhance appropriate university economic return in the form of sponsored research, intellectual property royalties, professional training programming and equity or equity-like positions
- 4. Advance the economic growth interests of Kansas agricultural producers and food system companies via transformational innovation
- 5. Advance local economic growth through company attraction near the university's three campuses

Strategic Partnerships