



# **KANSAS STATE**

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# **U N I V E R S I T Y**

**“President Obama’s Initiative on  
University Research Commercialization:  
How Universities Plan To Respond”**



# **Partnerships for Growth: Leveraging Intellectual Capital for Economic Development and Profits**

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**KANSAS STATE UNIVERSITY**

**MANHATTAN, KANSAS**



# Partnership Model

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- It's Focused on Kansas State University Helping Companies Make Money
  - It's not about the number of patents produced and licensed, although Kansas State does that too
  - It's about monetizing capabilities and intellectual capital
- Organized to Capture and Add Value
- Anticipated to Share in the Business Proposition
- Expected to Create High-Value 21<sup>st</sup> Century Jobs
- Integral to Kansas State's Vision 2025 Strategic Plan

# Knowledge Based Economic Development

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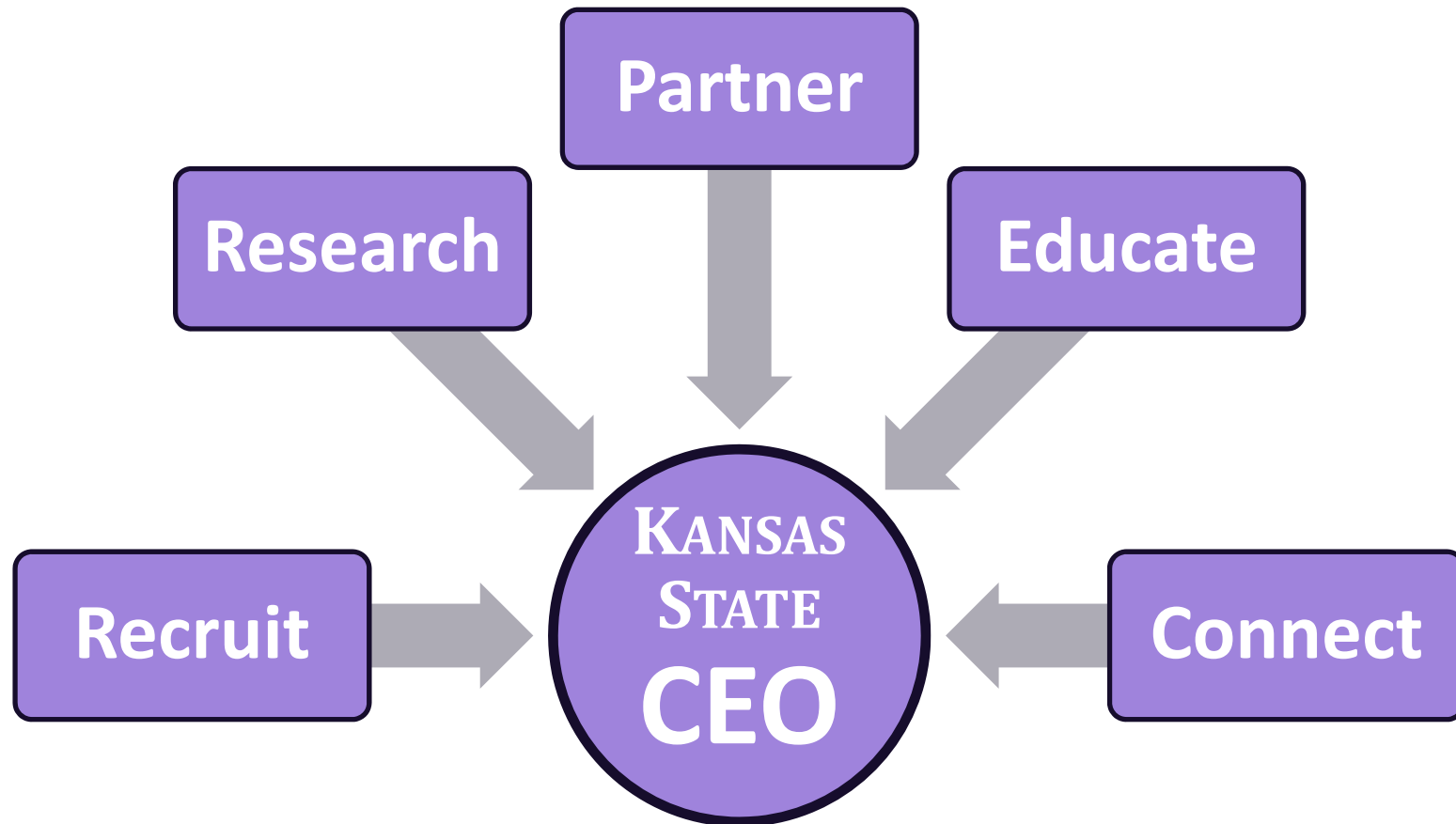
Recruitment website: <http://www.pickmanhattan.com>

# KBED = Leveraging Capabilities

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- University Research Focus Areas for KBED:  
Animal Health, Plant Science, Grain Science, Food Science and Safety, Nano Science, and Mechanical and Nuclear Engineering
- National Bio and Agro-Defense Facility: \$800M
- Kansas City Animal Health Corridor:  
One-Third ( $\frac{1}{3}$ ) of the Global Animal Health Revenues
- Manhattan, Kansas: *Forbes* #1 Small Community for a Business and Career

# Corporate Engagement Office (CEO)



# What Will the CEO Services Provide?

Recruit	Research	Partner	Educate	Connect
Access talent university-wide and promote company capabilities and employment opportunities to students across the university campus	Leverage broad-based university faculty expertise and connect to state-of-the-art university laboratories, research centers and institutes	License university technologies and establish joint venture partnerships to generate profits for the company and the university	Design advanced education/professional development programs that can evolve and transform the company's workforce	Develop and facilitate community relationships for the purpose of increasing the company's regional presence and visibility

# Partnership Example: Abaxis, Inc.

