“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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Sun Tzu: “Opportunities multiply as they are seized.”
Partnership Model

- 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 21st Century Jobs
- Integral to Kansas State’s Vision 2025 Strategic Plan

General George C. Patton: “If everyone is thinking alike, then somebody isn’t thinking.”
Knowledge Based Economic Development

Recruitment website: http://www.pickmanhattan.com
KBED = Leveraging Capabilities

• 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

Warren Buffett: “Price is what you pay. Value is what you get.”
Corporate Engagement Office (CEO)

CEO: Being stood up in 2012 to facilitate corporate interactions.
## What Will the CEO Services Provide?

<table>
<thead>
<tr>
<th>Recruit</th>
<th>Research</th>
<th>Partner</th>
<th>Educate</th>
<th>Connect</th>
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<tbody>
<tr>
<td>Access talent university-wide and promote company capabilities and employment opportunities to students across the university campus</td>
<td>Leverage broad-based university faculty expertise and connect to state-of-the-art university laboratories, research centers and institutes</td>
<td>License university technologies and establish joint venture partnerships to generate profits for the company and the university</td>
<td>Design advanced education/professional development programs that can evolve and transform the company’s workforce</td>
<td>Develop and facilitate community relationships for the purpose of increasing the company’s regional presence and visibility</td>
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*Henry Ford: “If everyone is moving forward together, then success takes care of itself.”*
**Partnership Example: Abaxis, Inc.**

**Inputs:**
- Managerial Talent & Business Expertise
- Financial Resources
- Established National Sales Force

**Outcomes:**
- Instant Credibility with Veterinarians
- Lower Risk
- Faster to Market

**Inputs:**
- National Veterinary Diagnostic Credibility
- Veterinary Pathology Expertise/Infrastructure
- Entrepreneurial Leadership & Faculty

**Outcomes:**
- Stock Warrants in Abaxis
- Royalty on Net Sales
- Pathology Services Contract

Sam Walton: “Capital isn’t scarce. Vision is.”