

# University of Minnesota

↑ Office of the Vice President for Research

**Office of University Economic Development**



UNIVERSITY OF MINNESOTA  
**Driven to Discover<sup>SM</sup>**

# What is it?

The Office of University Economic Development works to leverage the assets, resources and knowledge of the U of M to encourage economic growth, building a vibrant innovation ecosystem that strengthens business and promotes discovery, entrepreneurship and workforce development



“We are **prioritizing public-private partnering** and linking the many resources across the university system, allowing us to find unique ways for **industry to do business with the U.**”

PRESIDENT ERIC KALER

- Broadly serve all business sectors
- Catalyze Economic Development
- Expedite Access
- Act Statewide

# CORPORATE-UNIVERSITY PARTNERSHIP

## Technology and Innovation

- Sponsor Research
- License or commercialize technology
- Participate in Center and Institute activities
- Co-locate on campus
- Enlist faculty expertise
- Utilize specialized research facilities and equipment
- Become a member of U of M research consortium



## Workforce Development

- Recruit talent
- Engage with students
- Provide Executive and Continuing Education
- Partner on K-12 outreach efforts to build a diverse pipeline



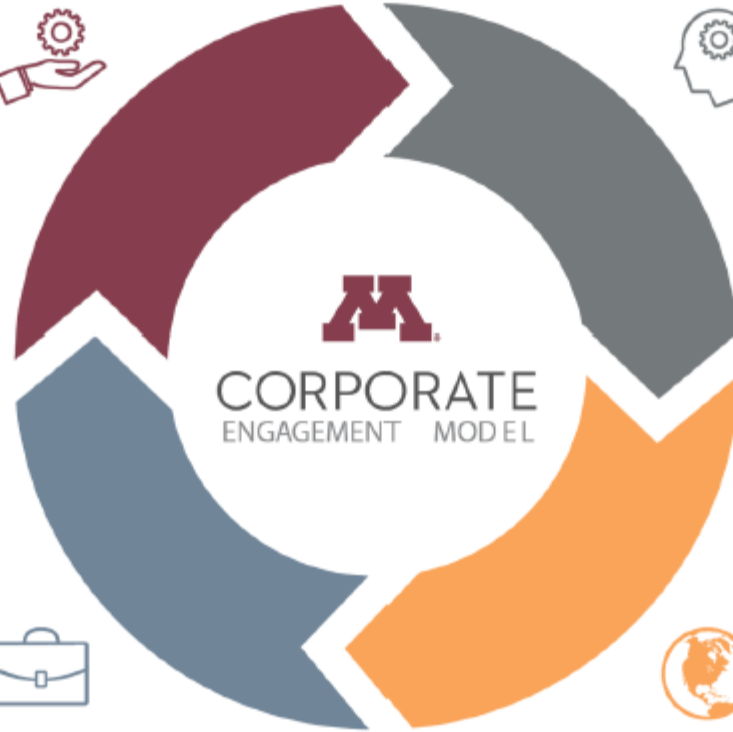
## Leadership Engagement

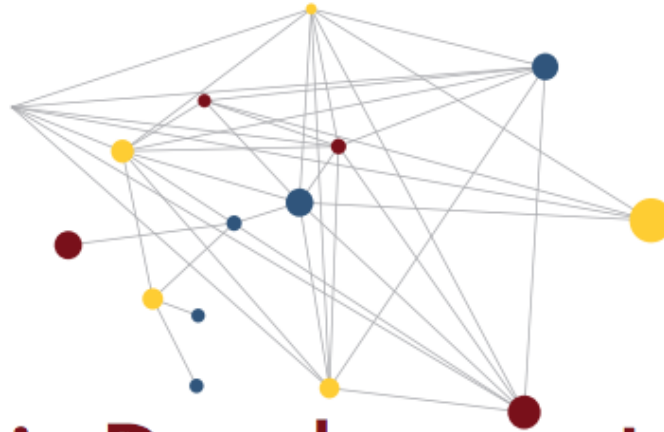
- Participate on U of M boards
- Serve as Executive Champion/Sponsor
- Teach in classrooms
- Contribute expertise at UofM conferences and events



## Outreach and Visibility

- Sponsor and participate in events
- Volunteer and mentor
- Host a Corporate Alumni Network
- Naming opportunities





# Economic Development Fellows Consulting Program

Sponsored by the Office of University Economic Development

Developed with support from the Graduate School

## What is it?

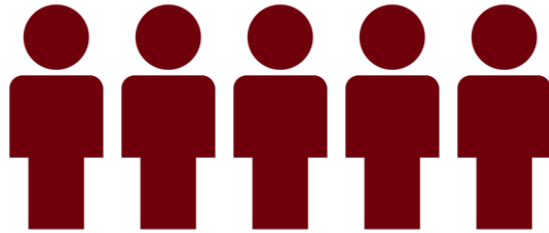
The Economic Development Fellows Consulting Program connects companies with graduate/professional students and postdocs looking for business consulting opportunities.

## Program goals:

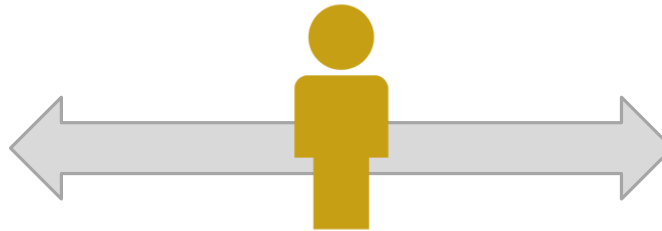
- Support economic development in MN
- Broadly serve all business sectors
- Support business needs
- Train workforce with relevant skills
- Provide opportunities to students

# How it works

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Consulting team of 5 grad students/ postdocs per team



Led by an economic development fellow (EDF), who is also a grad student/postdoc

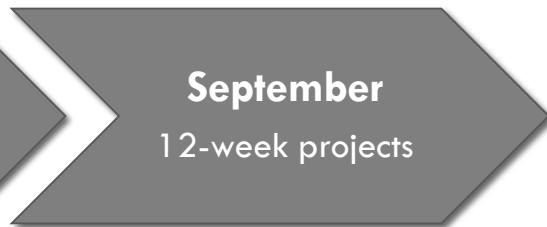
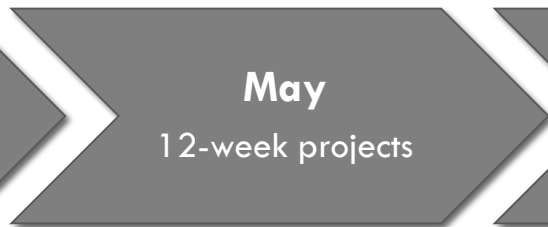
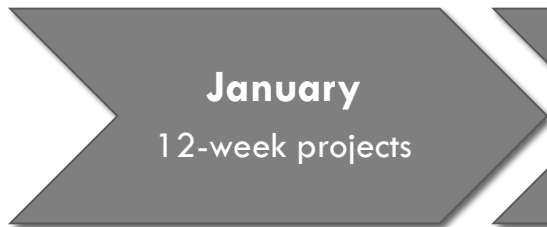
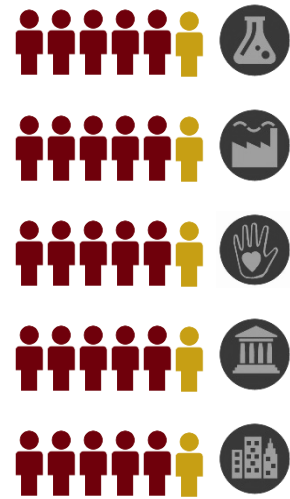
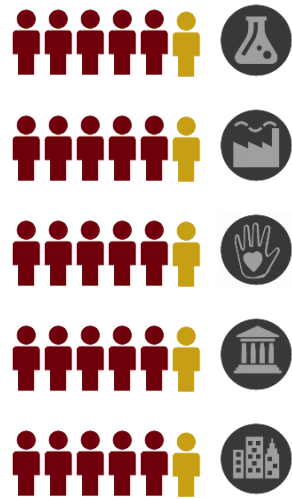
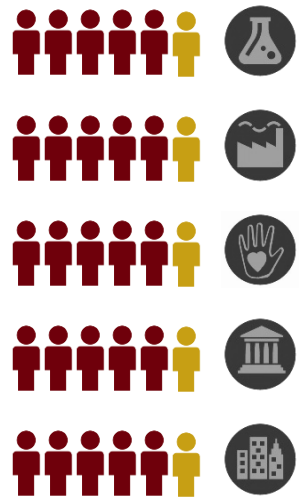
EDF serves as project manager and acts as a liaison between the team and the client

UED provides guidance and the EDFs are a cohort



Companies are identified and recruited by the Office of University Economic Development

The lead EDF for each team works with company to identify a set of project goals and develop strategies for addressing their unique business challenges



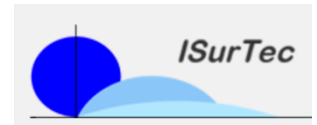
# Project cycles

- Usually around 5 teams per cycle
- New project cycles occur 3 times a year, starting in January, May and September, and typically last 12 weeks

# Past & current business partners

Past projects have come from a variety of industries, including:

- Medical devices
- Biotechnology
- Pharmaceuticals
- Retail
- Environmental technology



Emerge Bioscience



AUCTA TECHNOLOGIES





# Past & current business partners

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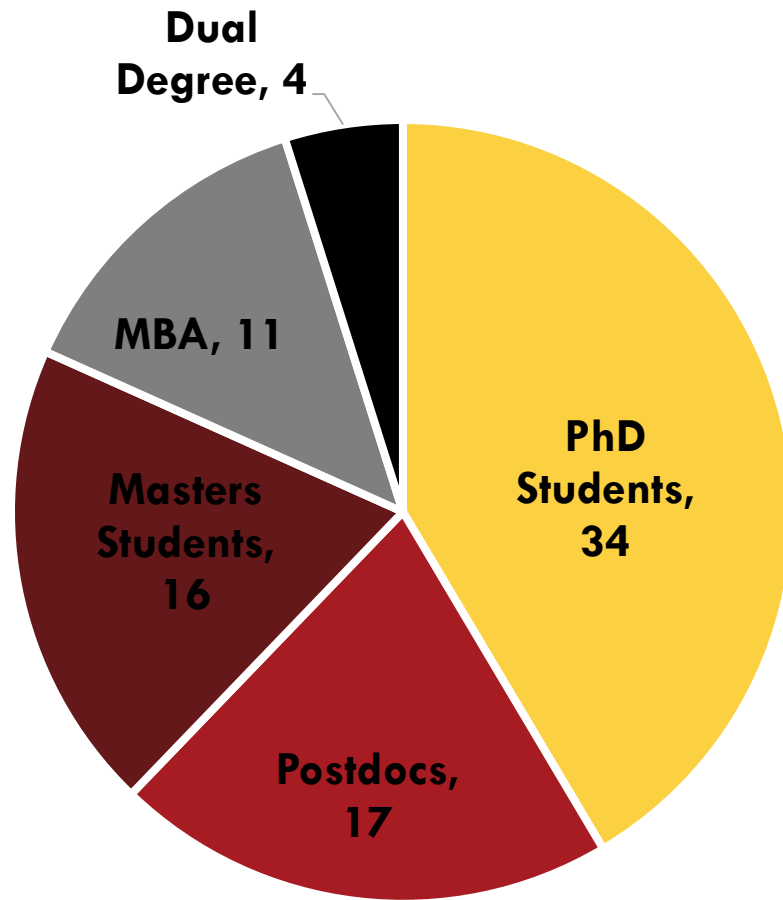
- Agriculture
- Analytical instruments
- Energy



TUBS, Inc.  
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TRANSCEND WASTE



- 40 programs represented
  - Carlson
  - Chemical Engineering
  - Neuroscience
  - Pharmacology

## Students Contributing

- 9 Economic Development Fellows
- 82 student consultants over 3 cycles

# VALUE DELIVERED TO CLIENTS

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## From Survey Responses:

- Data collection, access and analysis
- Informing new:
  - Strategies
  - Marketing
  - Product development
  - Business plans
- Augmented effort
- Answering questions
- Providing:
  - Fresh eyes
  - Gut check
  - Confirmation
- Beginning University Engagement



### Connect with Us!

Use the [front door request form](#) or email [frontdoor@umn.edu](mailto:frontdoor@umn.edu) to ask questions or get started.

## About the Program

The Economic Development Fellows Consulting Program, sponsored by our office with support from the Graduate School, connects local companies with graduate and professional students and postdocs seeking business consulting opportunities.

### For Companies

Our student consulting teams will work with you to identify a set of project goals and develop strategies for addressing your unique business challenges. Consulting teams are led by an economic development fellow, who serves as project manager and liaison between the student team and your business.

A variety of industries have taken part in the program—including medical devices, biotechnology, pharmaceuticals, retail, and environmental technology—and the program is open to any industry. New project cycles occur three times a year, starting in January, May, and September, and typically last 12 weeks.

Consulting teams engage in a wide range of project types, including:

- Product development strategy
- Market research
- Market entry strategy
- Marketing and sales optimization

See [examples of past projects](#).

We invite companies to [submit a project proposal](#) for any type of project. Contact [frontdoor@umn.edu](mailto:frontdoor@umn.edu) for more information.

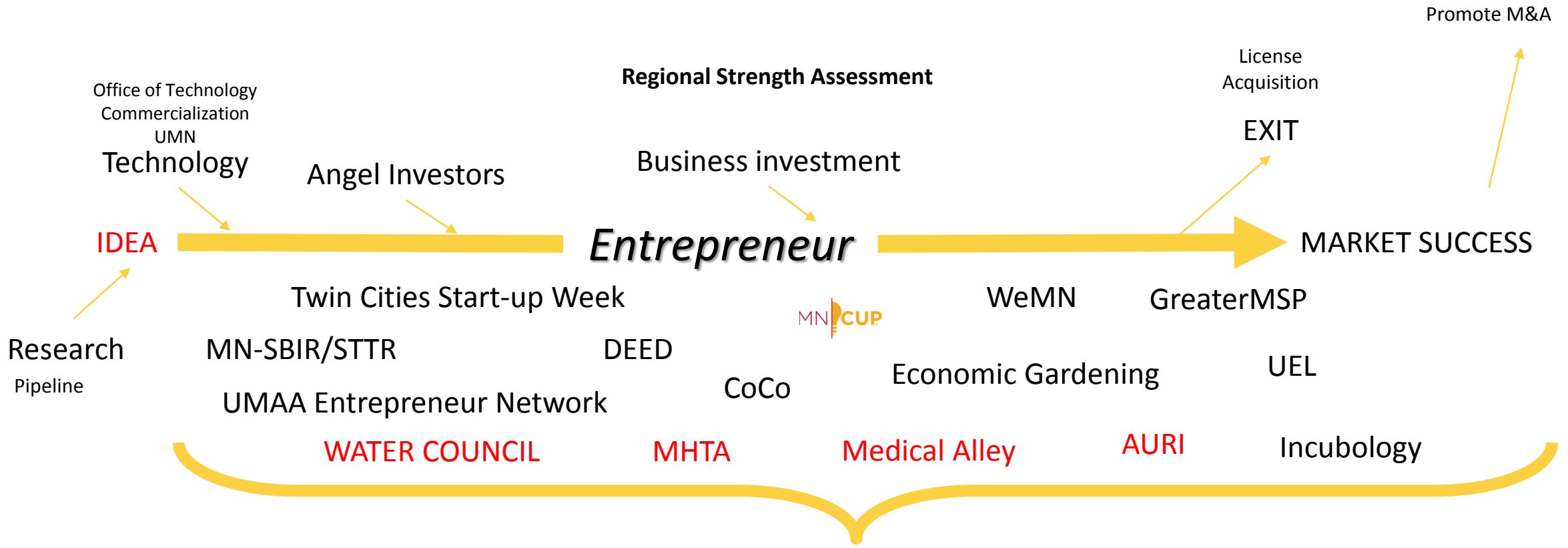


## Economic Development Fellows Consulting Program

# Questions?

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# ECOSYSTEM FOR REGIONAL INNOVATION STRATEGIES ENTREPRENEURSHIP



ECONOMIC DEVELOPMENT FELLOWS PROGRAM &  
The Discovery Nexus Project