Driving Innovation

UCCSC 2016

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UC Santa Cruz

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UCLA
TRENDING UC-WIDE PROJECTS

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROJECT</th>
<th>VOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>IT Staff &amp; Community Development, Mentorship</td>
<td>16</td>
</tr>
<tr>
<td>2.</td>
<td>SSO User Interface</td>
<td>7</td>
</tr>
<tr>
<td>3.</td>
<td>Financial Aid Estimator Libraries</td>
<td>2</td>
</tr>
<tr>
<td>4.</td>
<td>NeXt Ideation Platform</td>
<td>12</td>
</tr>
<tr>
<td>5.</td>
<td>Shopping Sheet</td>
<td>1</td>
</tr>
</tbody>
</table>

MORE PROJECTS

TRENDING UC-WIDE IDEAS

<table>
<thead>
<tr>
<th>RANK</th>
<th>IDEA</th>
<th>VOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Uberize IT resources</td>
<td>20</td>
</tr>
<tr>
<td>2.</td>
<td>Streamline ability of UC IT to contribute to Ope...</td>
<td>7</td>
</tr>
<tr>
<td>3.</td>
<td>Localize UC Next for Individual Campuses, Medi...</td>
<td>6</td>
</tr>
<tr>
<td>4.</td>
<td>Systemwide Tech Talks</td>
<td>13</td>
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</tbody>
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MORE IDEAS

ENGAGEMENT METER

UCB
UCD
UCI
UCLA
UCM
UCR
UCF

UC NEXT NEWS

FREE Pizza (Tues 4/5) Code for the Mission App Competition, Math Sciences rm 5628
#codeformission #UCLA @StartupUCLA
Simple Definition of INNOVATION

: a new idea, device, or method

: the act or process of introducing new ideas, devices, or methods

Source: Merriam-Webster's Learner's Dictionary
Disruption in Higher Education

Cumulative student debt growth since 1999

Source: Federal Reserve Bank of New York
Adapt!
### Startups

- FY11: 60
- FY12: 62
- FY13: 71
- FY14: 86
- FY15: 85

### Royalty and Fees

#### Patent Royalty and Fee Income (in millions)

<table>
<thead>
<tr>
<th></th>
<th>FY11</th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$87.5</td>
<td>$96.8</td>
<td>$106.2</td>
<td>$118.2</td>
<td>$177.2</td>
</tr>
</tbody>
</table>

* Extraordinary Income includes income from the prepayment of future royalty income in FY11 and income from legal settlements in FY12.

### Top-earning Inventions

#### FY15 (Campus, Year Disclosed)

<table>
<thead>
<tr>
<th>Invention Description</th>
<th>Royalty &amp; Fee Income (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ablation Device for the Treatment of Atrial Fibrillation (SF, 1979 &amp; 1998)</td>
<td>$19,518</td>
</tr>
<tr>
<td>Hepatitis B Vaccine (SF, 1979 &amp; 1981)</td>
<td>$10,080</td>
</tr>
<tr>
<td>Bovine Growth Hormone (SF, 1980)</td>
<td>$6,697</td>
</tr>
<tr>
<td>EGF Receptor Antibodies (SD, 1983)</td>
<td>$4,943</td>
</tr>
<tr>
<td><strong>Subtotal (Top 5 Inventions)</strong></td>
<td><strong>$106,751</strong></td>
</tr>
<tr>
<td>Nephropathic Cystinosis Treatment (SD, 2006)</td>
<td>$4,280</td>
</tr>
<tr>
<td>Chromosome Painting (LLNL, 1985, 1989 &amp; 1995)</td>
<td>$3,121</td>
</tr>
<tr>
<td>Tango Mandarin (RV, 2005)</td>
<td>$2,504</td>
</tr>
<tr>
<td>San Andreas Strawberry (DA, 2008)</td>
<td>$2,458</td>
</tr>
<tr>
<td>Firefly Luciferase (SD, 1984)</td>
<td>$2,358</td>
</tr>
</tbody>
</table>
OK.
So, you have a great idea!
and people to help make it happen

NOW WHAT?
Protect Time
Minimum Viable Product (MVP) aka, Perfect is the Enemy of Good

- A minimum viable product is not always a smaller/cheaper version of your final product
- Think about cheap hacks to test the goal

Credit: Steve Blank
I have $100,000 Prize, can we launch in a month?

- Donor
- Prize Money
- What is the Minimally Viable Product?
  - How do we get to LAUNCH

Get Operational... and GET to a LAUNCH!

- Figure out the “MUST haves”
- Think about priorities
- Master the Logistical Dependencies
Code for the Mission ...was Born!

- 3 Annual Tracks
- 47 Teams of Students, Faculty and Staff
- Grand Challenges track
- **TEAM UP WITH THE CHANCELLOR TRACK**
THE ART OF THE MVP

- NOT a minimal product
- My custom
Chair of the ITPB was quite sure that if we built it “they **WOULD** come…”

2 Years, lots of work, only a handful of faculty had “ANY” interest…

Make sure you **SHARE** these outcomes, can save you time later !!!!
Fail Count

http://for.tn/lUbWYSm
COLLABORATION
I'm smarter than you are and you're really just slowing me down.
Beware the culture trap
Driving Innovation

Protect Time
Prototype
Fail
Collaborate
Questions?