

INNOVATION
by DESIGN



CoLAB

*A 21st Century Model for
Collaborative Innovation*

Gary Smaby
Managing Director
SEPTEMBER 29, 2009



A 'Skunkworks' Model for Collaborative Innovation

INNOVATION
by DESIGN

ACADEMIC EXCELLENCE

Leading Public
Research
University

□□□□□

Venture
Capital
Management

Technology
Driven
Corporations

ENTREPRENEURIAL ZEAL

MARKET LEADERSHIP

INNOVATION
by DESIGN



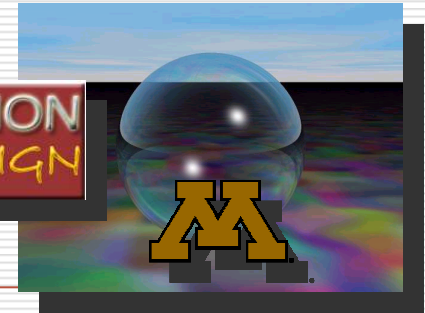
Skunk Works is an official alias for Lockheed Martin's Advanced Development Programs (ADP), formerly called Lockheed Advanced Development Projects.



‘A project typically developed by a small and loosely structured group of people who research and develop a project primarily for the sake of innovation.’

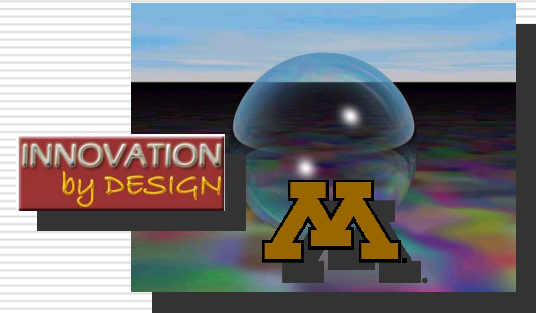
What's the University's Role?

INNOVATION
by DESIGN



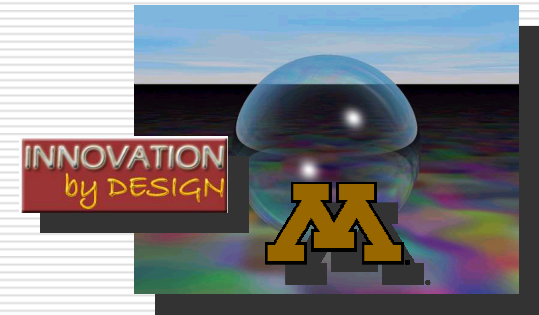
- *UMN funded a three-year, \$500,000 pilot to create an innovation framework for rapid creation and commercialization of new IP in multi-party collaborations.*
- *The University maintains an indirect vested interest through a 'surrogate' venture fund*

What's Makes the CoLAB Unique ?



- *Targets high-risk, high-return markets*
- *Tackle big ideas that defy solutions within a single discipline*
- *Friction-free access to talent*
- *Rapidly commercialize 'disruptive' technologies, products, or services*

What's Makes the CoLAB Unique ?



- *Scrappy, garage start-up mindset*
- *'Design thinking' methodology*
- *Time-to-market urgency (18-24 mo)*
- *Clearly defined mission*

Guiding Principles



***"Innovation that matters –
for our company and the world"***

- **Tap communities of global collaborators and diverse business ecosystems** to tackle difficult issues and to learn from each other
- **Produce differentiation and real business value** at the intersection of technology, business, and society
- **Pioneer open, multidisciplinary, approaches to problem solving** designed to uncover ideas and insights
- **Treat intellectual property as capital to be invested** and leveraged rather than owned and protected.

From IBM's Global Innovation Outlook 2.0 (2006)

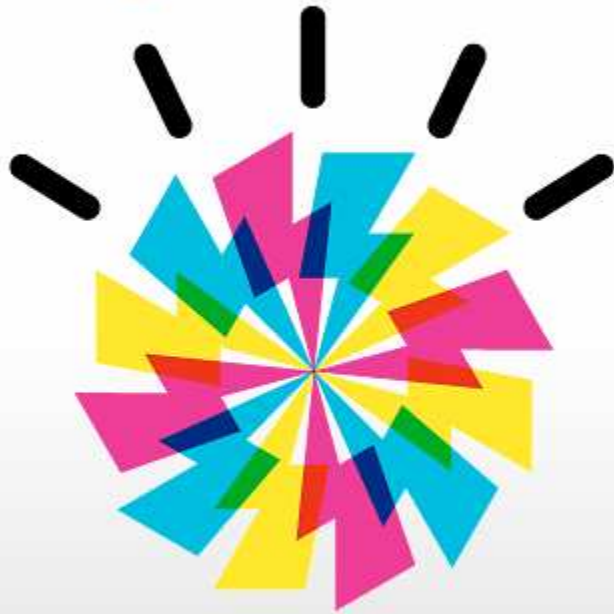
Guiding Principles



Support the Kauffman Foundation's progressive efforts to transform academic culture by

- Openly acknowledging **economic development as an essential element** of our mission of teaching, research, and public service***
- Rewarding research faculty for pursuing innovations not only because they are critical to our economy but because they are the most important role models for junior faculty and students.***
- Educating researchers of their social responsibility to see that their valuable research lead to development of products and services that improve our quality of life***

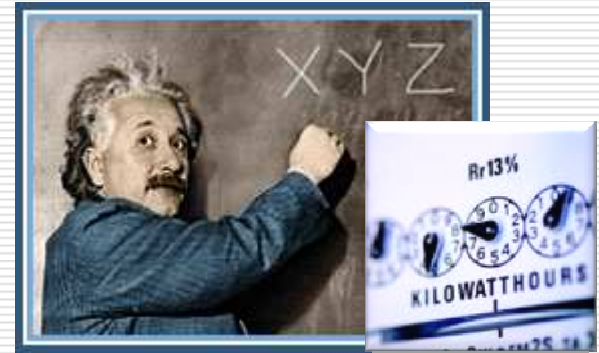
A
Smarter
Planet



IBM®

Smart Grid Colab:

INNOVATION
by DESIGN



“The best minds in electricity R&D have a plan: Every node in the power network of the future will be awake, responsive, adaptive, price-smart, eco-sensitive, real-time, flexible, humming and interconnected with everything else.”

Wired Magazine, July 2001

Technology Leadership



Dr. Massoud Amin

*Honeywell/H.W. Sweatt Chair in Technological Leadership
Director of the Technological Leadership Institute (TLI)
Professor of Electrical and Computer Engineering*

Technological Leadership Institute

*Technology Strategist
SMARTGRID Collaborative, LLC*

One of the world's leading Smart Grid experts

- *Serves as Technology Strategist for the SMARTGRID Collaborative, LLC under independent contract*
- *Lead 'scout' to identify and tap the University's talent pool for relevant faculty expertise*
- *Supervises all sponsored University student team efforts (e.g. Carlson School, Institute of Technology, College of Design)*

Prior to UoM, Dr. Amin was Area Director at Electric Power Research Institute (EPRI) where he

- **Led systems-based R&D toward the smart self-healing electric power grid and the development of more than 24 advanced technologies**
- **Initiated collaborative research initiatives with the electric power industry**
- **Post-9/11 Advisor to the White House on National Grid Security**