

LEAN INNOVATION EDUCATORS SUMMIT FEBRUARY 3, 2022

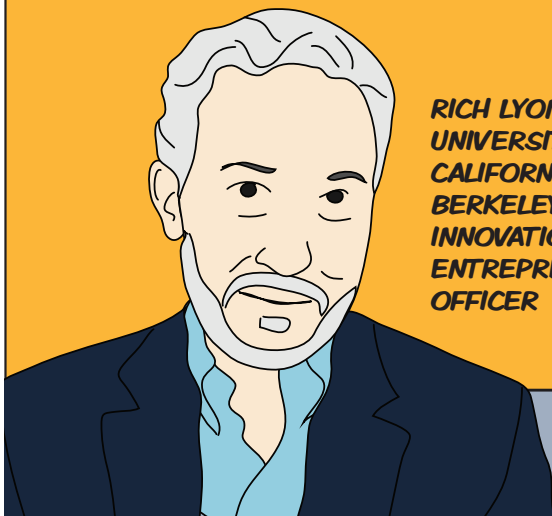


JEROME ENGEL
UNIVERSITY OF
CALIFORNIA
BERKELEY

COMING TOGETHER
TO SHARE BEST
PRACTICES TO BETTER
THE WORLD!

WHAT IS THE ROLE
OF UNIVERSITIES IN
BUILDING INNOVATION
IN THE WORLD?

THE ROLE OF STRUCTURES IN SUPPORTING ENTREPRENEURS



RICH LYONS,
UNIVERSITY OF
CALIFORNIA
BERKELEY, CHIEF
INNOVATION AND
ENTREPRENEURSHIP
OFFICER

ENTREPRENEURSHIP HAS A ROLE
AT UNIVERSITIES BECAUSE OF OUR
DELIVERY OF IMPACT. IT IS CENTRAL
TO THE ACADEMIC MISSION.

IMPACT IS MEASURED
IN DIFFERENT WAYS AT
DIFFERENT TIMES -- IT'S A
DYNAMIC ANSWER.

FACULTY, RESEARCH AND IDEAS
NEED TO GET OUT OF THE
BUILDING AND INTO SOCIETY.

ARE WE DELIVERING AND
HAVE WE THOUGHT
ABOUT ALL OF THE WAYS
IN WHICH TO DO SO?



HOW CAN WE CREATE A WIDER
AND MORE INCLUSIVE NARRATIVE
AROUND ENTREPRENEURSHIP AND
HOW WE DELIVERY IT?

CREATE AGENCY IN
OUR UNIVERSITIES AND
SWITCHING THINKING FROM
"THEY DO THAT" TO
"I DO THAT!"



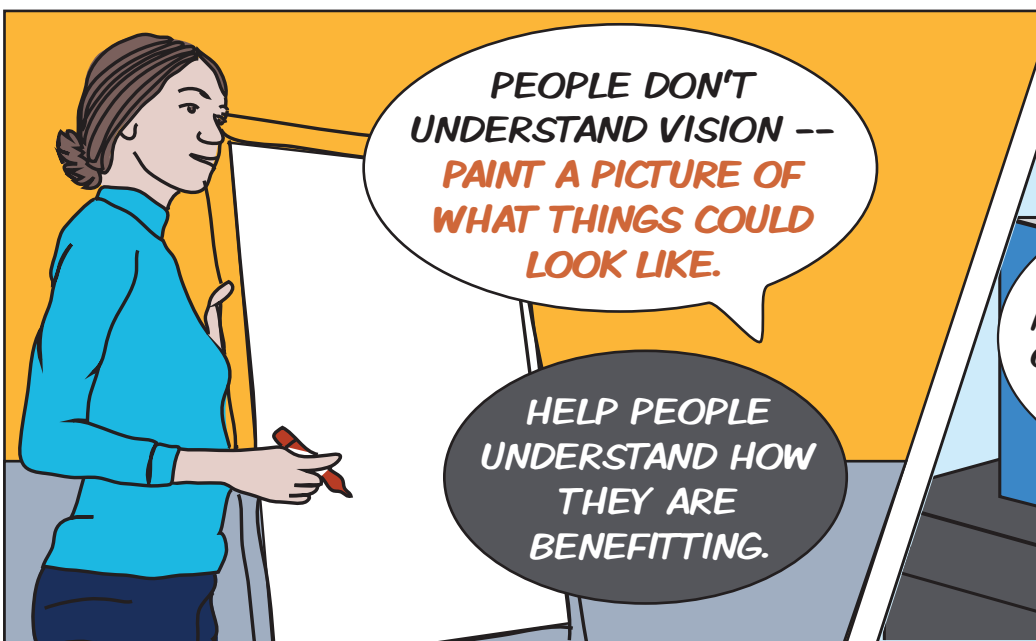
BERKELEY
CHANGEMAKER
COURSE

WE'RE NOT BEING
INCLUSIVE ENOUGH!



PEOPLE DON'T
UNDERSTAND VISION --
PAINT A PICTURE OF
WHAT THINGS COULD
LOOK LIKE.

HELP PEOPLE
UNDERSTAND HOW
THEY ARE
BENEFITTING.



OUR ROLE IS TO BUILD
PLATFORMS FOR INNOVATION.

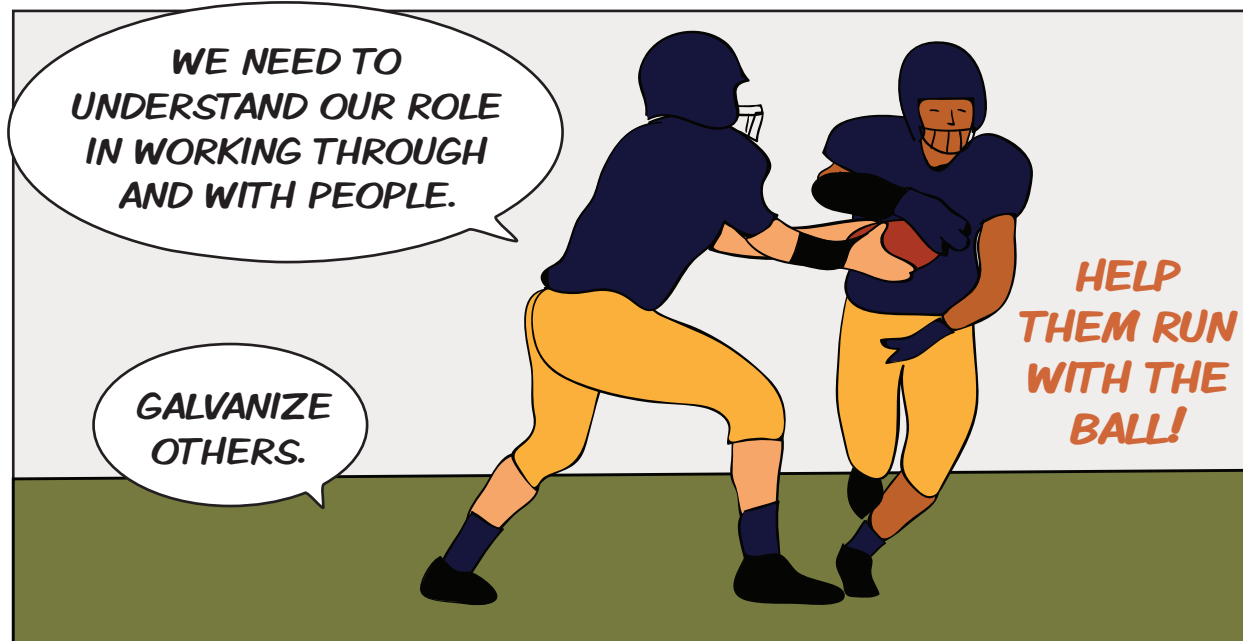
COULD
SOMEONE USE A
MASS SPECTROMETER
ON A SATURDAY WHEN
IT'S JUST SITTING
THERE?



WE NEED TO
UNDERSTAND OUR ROLE
IN WORKING THROUGH
AND WITH PEOPLE.

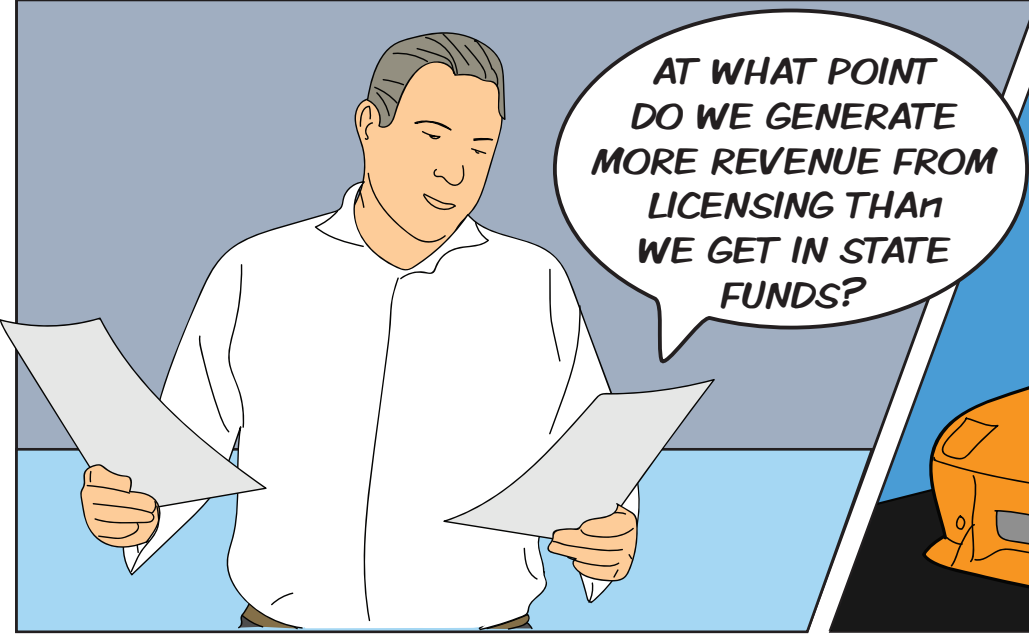
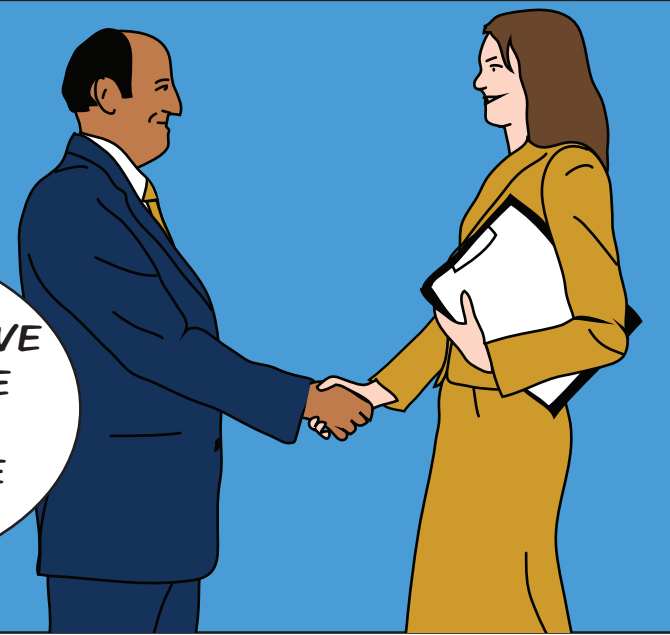
GALVANIZE
OTHERS.

HELP
THEM RUN
WITH THE
BALL!

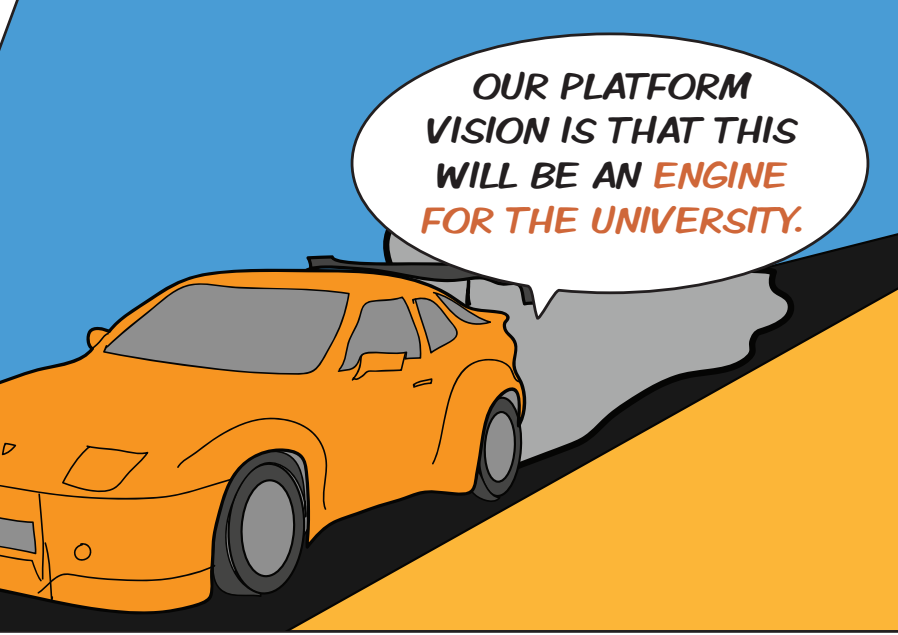


LEAN MORE INTO EQUITY IN TECH START-UP LICENSING.

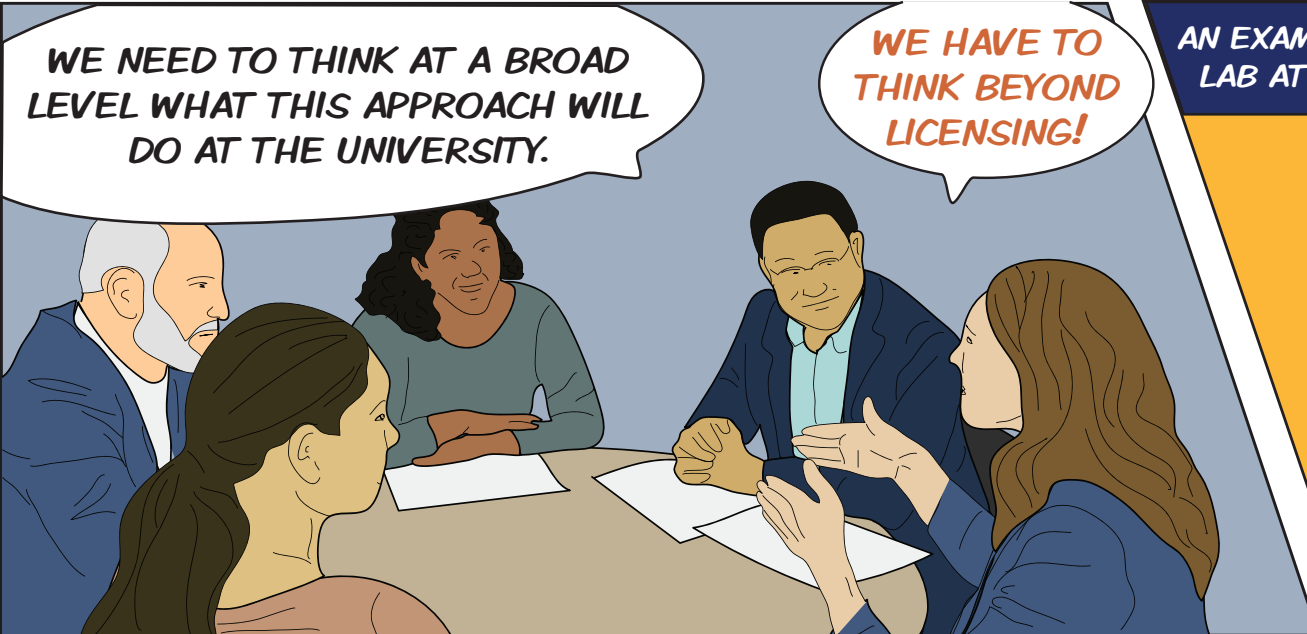
BERKELEY IS PARTNERING TO DRIVE EQUITY FOR SPACE AND ACCESS ACROSS MULTIPLE CHANNELS.



AT WHAT POINT DO WE GENERATE MORE REVENUE FROM LICENSING THAN WE GET IN STATE FUNDS?



OUR PLATFORM VISION IS THAT THIS WILL BE AN ENGINE FOR THE UNIVERSITY.



WE NEED TO THINK AT A BROAD LEVEL WHAT THIS APPROACH WILL DO AT THE UNIVERSITY.

WE HAVE TO THINK BEYOND LICENSING!

AN EXAMPLE IS THE BAIR LAB AT BERKELEY.

PRIVATE SECTOR PARTNERS PAY TO PARTICIPATE IN IP DEVELOPMENT.



AND, WE CREATED A SECOND CURRENCY FOR SMALLER START-UPS TO PARTICIPATE.



"CORPORATIZING" -- HOW DO WE MANAGE THAT MESSAGE AT THE UNIVERSITY?



THE QUESTION IS HOW OUR EFFORTS ARE ADVANCING THE MISSION AS AN EDUCATIONAL AND RESEARCH INSTITUTION?



THE OTHER QUESTION IS HOW WE ARE INVESTING THE REVENUE FROM OUR EFFORTS?

WE ARE GENERATING REVENUE, ADVANCING THE MISSION, AND HOLDING OURSELVES ACCOUNTABLE.