

# University of California Alianza MX

## California-Mexico Innovation Exchange

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Binational Outlook for Innovation

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# Challenges and Opportunities

- Uncertain political and funding landscape → need to diversify income (\$1B research income, majority Federal)
- Location close to the world's leading innovation hub → “grow our own” Venture Funds/other
- World-class sister universities in UC System → collaborate! (We are not competitors)
- Faculty fearful for their future... → can we offer an alternative path?



Photo by Bikramdeep Singh

# Challenges and Opportunities

- New organization – subject to reduction/elimination → demonstrate value/return on investment
- Very few university activities make money/surplus – the financial model of universities is heavily dependent on State/Federal funding
  - Innovation activities can generate a surplus e.g. company exits/business collaboration
- Recruitment of staff e.g. tech transfer against private sector competition → offer more than money



Photo by GMH Communities

# TenU – An International Case Study of Bi-National Cooperation (plus Belgium)



Photo by Wayne Tilcock

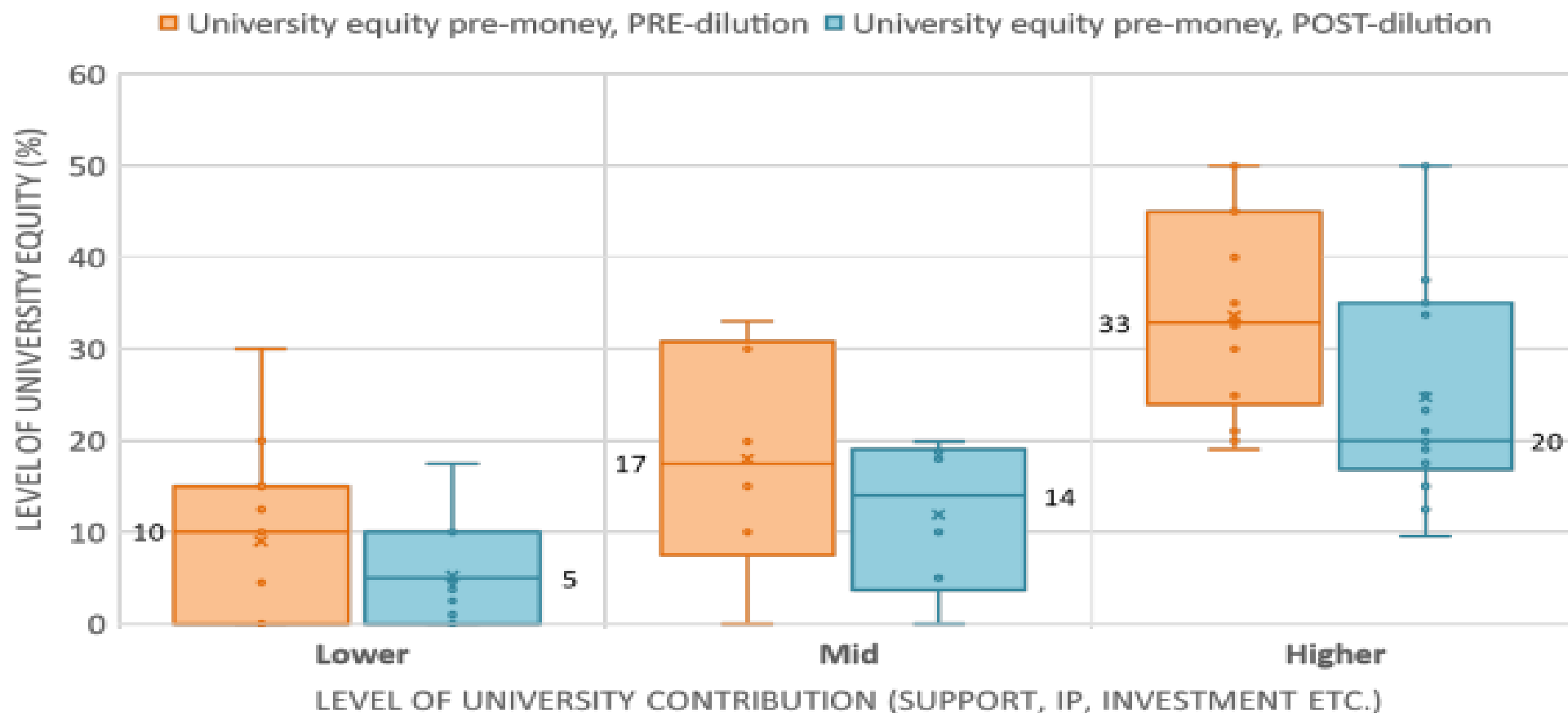
# Joint Objectives from this Collaboration

- Two-way flow on policy advice (influence Government policy) → UK spin-out policy
- Develop next generation of Innovation leaders
  - E.g. swap staff, joint training, mentoring
- Practical programs of collaboration with easy “wins”
  - E.g. spin out investment terms research
- Setting up/policy units
  - E.g. UCI at Cambridge
- Busting myths!



Photo by AS Team

**Figure 21** *Level of university founding equity pre-money, pre- and post-dilution equity, for different levels of university contributions to the spinout*



*Note: the horizontal line within each 'box' represents the median university equity share across that category of university approaches*

# Learning from this Trans-National Collaboration

- Look for “easy wins” which you can do and control at low/no cost
- Need to commit senior leadership (no substitutes)
- Search for asymmetric problems and strengths/weaknesses
- Use the other country to influence your policy makers
- Use each other to bring an international perspective (e.g. board member)



Photo by Wayne Tilcock