



# Bringing University Innovation to Agricultural Industry Challenges



# D2P's Mission

**Discovery to Product**

- Serve as a portal to provide information to UW-Madison entrepreneurs
- Facilitate commercialization of IP developed anywhere on campus

# What Can D2P Do?



*What fundamental problem keeps University ideas from becoming companies?*

# University Project Lifecycle



Historical Challenges:

-Providing project funding across this spectrum

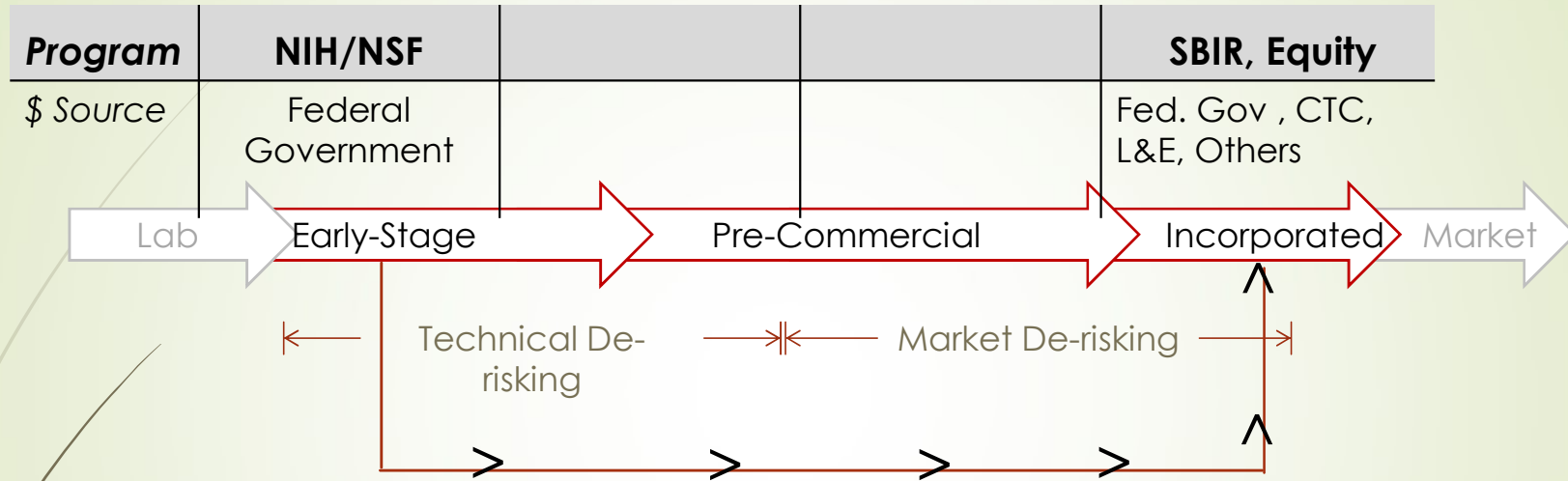
# University Project Lifecycle



## Historical Challenges:

- Providing project funding across this spectrum
- Go-to-market portion historically missing

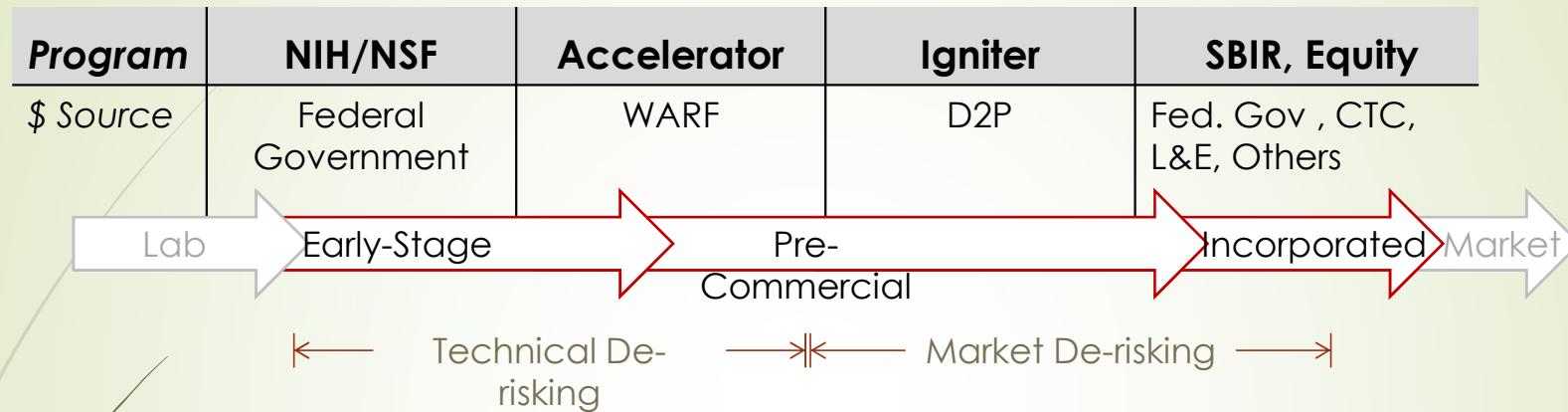
# University Project Lifecycle-Historical



Historically:

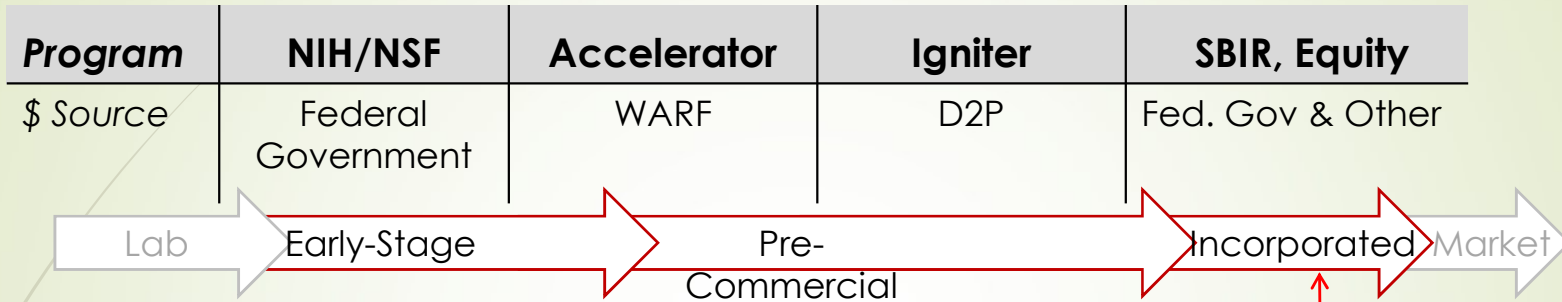
- Many projects have gone from lab to incorporation
- Immaturity =
  - Higher cost, higher failure
  - More equity consumed

# University Project Lifecycle-Ideal



- Projects funded across their lifecycle
- Projects matured on campus
  - Higher success rate
  - Consume less equity

# University Project Lifecycle-Ideal



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**UW  
Seed  
Fund**






# D2P Thesis

## Discovery to Product

- Market de-risking increases number and the success rate of project commercialization.
- Better projects attract better and more equity.
- Small amounts of money invested in pre-commercial activities conserve much larger amounts of venture and equity money later.

# Process Summary

## ***D2P Has Demonstrated:***

-  That an accelerator program can be run inside the University on a University schedule
-  That Lean Startup can be adapted for life sciences projects
-  That multiple technologies could be accelerated in one cohort



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