



CICEP

INNOVATION AND ECONOMIC PROSPERITY UNIVERSITIES
AWARDS PROGRAM

CASE
STUDY
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Regionalization of Innovation Operations

In alignment with SUNY's Strategic Plan [The Power of SUNY](#) to build the Entrepreneurial Century and to assist SUNY campuses achieve greater economic impacts based on their research and activities, the Research Foundation for The State University of New York (RF) implemented the regionalization of the innovation operations in July, 2011. Before regionalization, SUNY had four technology transfer offices at university centers which served only their own locations, and one technology transfer office at RF Central Office which served 27 campus locations. SUNY today has seven innovation offices; five regional innovation hubs located at Albany, Binghamton, Buffalo, the College of Nanoscale Science and Engineering, and Stony Brook, which provide innovation services to other SUNY campuses in their regions, while Downstate Medical Center and Upstate Medical University each have technology transfer offices on their campuses which provide services only on site.



Each of SUNY's Regional Innovation Hubs leads the effort in their respective regions of the state for technology transfer and commercialization support services, and collaborate with business startup, incubation, entrepreneurship, and economic development programs. Private sector investors and venture capital organizations are currently linked to SUNY campuses and faculty largely through local networks and campus-led innovation and commercialization structures. SUNY leverages its strengths and competency across the entirety of the SUNY system through its established hub model, which offers commercialization centers across New York in Downstate/ Long Island, the Capital Region/ North Country, the Southern Tier/Central New York, and Western New York. Each hub provides innovation and entrepreneurship support services to its partner campuses – the SUNY comprehensive and agricultural and technology colleges in each region. Many of SUNY's business schools provide entrepreneurship and management training programs to assist startups. Together, these provide skill and knowledge enhancement for the human capital needed to turn technology and intellectual property into viable and sustainable businesses.

The RF supports this model by providing several system-wide resources including legal, information services, and other support to the campus-based hubs and tech transfer offices; an assistant director to assist the hubs to engage, educate, and “mine” disclosures from the partner campuses reporting disclosures into the hubs; Inteum, a robust intellectual property management software solution, for all commercialization offices throughout the system; an innovation website to form a virtual bridge between SUNY faculty, SUNY innovation staff, and the business community; co-branding of the [University-Industry Demonstration Partnership's Researcher Guidebook: A Guide for Successful Institutional-Industrial Collaborations](#) which contains best practices to promote strategic deal-making when collaborating with industry; [SUNY's Technology Accelerator Fund](#) which provides a means to assist the SUNY community by providing funding for select technologies to accelerate their development and commercialization to benefit the public; access to the [Association of University Technology Managers](#) suite of intellectual property educational information; and [SUNY Insure](#) provides low-cost insurance to NYS startups formed around SUNY technologies through the RF's alliance with Amsure Associates.

SUNY’s strategic plan [The Power of SUNY](#) demonstrates a clear vision and commitment for contributing to economic growth based on knowledge and innovation. Across the country, it has been the public university that sets the standard for aggressive interaction with industry, experimentation with innovative models for technology transfer and commercialization, and overall unapologetic commitment to economic development.

The regional innovation model allows SUNY to generate benefits across the state, while still interacting with entrepreneurs, idea champions, and funding networks on a local level. The regionalized model maximizes SUNY’s collective resources while enabling local interaction and outstanding service to SUNY faculty and the business community. See the map of SUNY’s Regional Commercialization Hubs below.

