

CICEP

INNOVATION AND ECONOMIC PROSPERITY UNIVERSITIES
AWARDS PROGRAM

CASE
STUDY
2013

Mizzou Advantage

Mizzou Advantage fosters interdisciplinary collaboration among faculty, staff, students and external partners to address and solve real-world needs and problems in four areas of strength identified at MU:



Food for the Future: The culture, economics and production of healthy, affordable food

Media of the Future: New ways to communicate, educate and market

One Health/One Medicine: The convergence of animal and human health

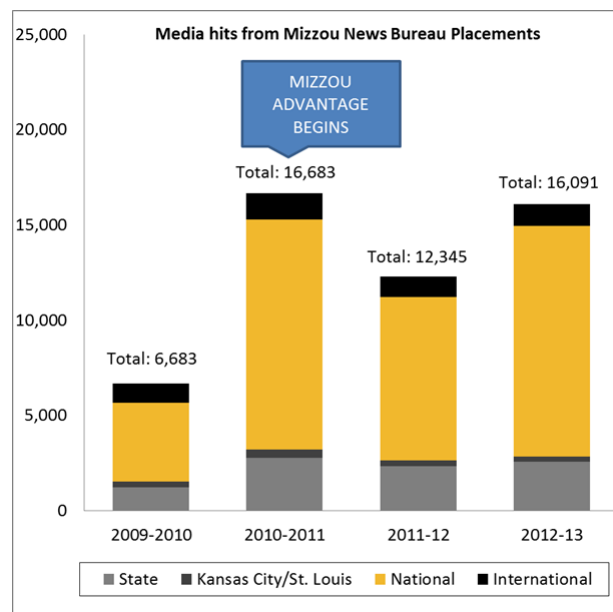
Sustainable Energy: Developing and distributing renewable energy sources

With a wide array of expertise and resources all located on the same campus, MU does things no other university can. By focusing on real-world problems, our *collaborative networks* secure external funding, recruit top students, attract prominent scholars and scientists, create jobs, and improve quality of life. A great example of Mizzou Advantage is the success of Comparative Oncology. MU is uniquely qualified to do translational cancer research due, in part, to the close proximity and collaboration across campus from the basic sciences to the veterinary school, medical school, and research reactor. Meet some of the experts and researchers doing this pivotal work at <http://vimeo.com/61631390>

An educational component within each of the four areas develops and nurtures student-driven programs that are also highly interdisciplinary and gives MU students a competitive edge in today's global marketplace.

Since 2010, Mizzou Advantage has awarded more than \$3 million for interdisciplinary projects which bring people together and solve real-world problems. The program also provides financial and logistical support for conferences and network activities.

One of the greatest benefits of Mizzou Advantage is that it has better enabled the institution to tell its story about how it contributes to the state and regional economy. We have taken hundreds of stories about our researchers, their collaborations, their innovations, and the successes of their students, and focused them on four great, cohesive, strategic areas. Since the inception of Mizzou Advantage, the number of media hits has consistently been higher, by as much as 149%, than before the initiative was implemented.



Source: MU News Bureau

Our Food For the Future Advantage had moved innovation to the market and learning collaboration from the classroom to the plant. Fu-Hung Hsieh, a University of Missouri professor of biological engineering and food science in the College of Agriculture, Food and Natural Resources and the College of Engineering developed a low-cost soy substitute for chicken. In 2010, Ethan Brown, CEO of Savage River Inc., launched the “Beyond Meat & Trade” brand in 2012. Brown collaborated with researchers at MU and licensed the technology. The company has financial backing from The Obvious Corporation (including Twitter co-founders), as well as venture capitalist firm Kleiner Perkins Caufield & Byers. MU, in collaboration with community leaders, was able to attract their first plant to the community. Students from MU are also involved in internships at the facility, and faculty continue to collaborate with the company on new innovations.

Our One Health One Medicine Advantage has seen numerous accomplishments, too. Organovo, which recently went public on the New York Stock Exchange, was founded by Professor Gabor Forgacs, and will advance organ printing technology and bring it closer to clinical use. The University of Missouri started, grew and sold its animal research diagnostics lab to IDEXX RADIL for \$43 million dollars.

Mizzou Advantage has demonstrated that MU is able to mutually engage with private sector companies in a holistic manner of research, teaching, service and economic development that improves our quality of life with our interdisciplinary approach. Mizzou Advantage is engagement for today and tomorrow.