

Advancing Innovation.



Helping Move UW-Madison Innovations to Market

Whether you're a campus innovator just starting with an idea or you're already on the path to launching a startup, **Discovery to Product (D2P)** is your "front door" to get connected to the many available and effective people, programs and resources designed to help bring university-born ideas to the marketplace. All of D2P's programs and services are **FREE** and open to UW-Madison faculty, staff and students and affiliate organizations.

How We Help

D2P partners with a range of campus entities to advance entrepreneurial efforts.

D2P is staffed by a team of experienced Innovation and Commercialization Specialists who are veteran business developers, entrepreneurs, product managers and startup executives with specific industry experiences in physical sciences, engineering, life sciences, agricultural technology, food science, information technology and consumer goods. They provide **FREE consultation, coaching and mentoring** to all UW-Madison innovators.

Whether just getting started or already developing your product or service, D2P's **educational programs (Innovation to Market (I2M) and Igniter)** use the industry-leading Business Model Canvas framework to help teams learn how to assess their innovation's value and develop an implementation strategy.

D2P administers two **funding opportunities** that support campus innovators and can help projects access other sources of funding in the region and beyond.



THE WISCONSIN IDEA IN ACTION



One of the key tenets of the **Wisconsin Idea**, found in the mission statement of UW-Madison, is to "generate new knowledge through a broad array of scholarly, research and creative endeavors, which provide a foundation for dealing with the immediate and long-range needs of society."

D2P helps UW-based innovators explore the potential to broaden their impacts by turning groundbreaking ideas into products and services that can change the world.

A major catalyst for this effort is D2P's coordination of the **UW-Madison Innovate Network** (Innovate.wisc.edu), which is a collaborative group of campus-based and campus-affiliated organizations willing to help campus entrepreneurs advance their innovations in Wisconsin and beyond in the spirit of the Wisconsin Idea.

D2P.wisc.edu

