BRIDGE

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BRIDGE

Connecting corporate innovation to university technology and startup partnerships through proof of concept projects

WHY COMPANIES ENGAGE RESEARCH INSTITUTIONS

18,000 products in the market are based on university technology

Identify alternative approaches and insights often at a discount to creating internal programs

Position for competitive awareness and action by leveraging the existing university tech transfer process

Engage Startups
800
New Spinouts

Leverage Other Investments
$69B
Research Funding

Access Strong IP
6000
Patents Issued

License IP
6200
Research Funding

Access Tech Pipeline
$69B
New Tech Disclosures

+ Hire Talented Graduates

+ Show Community Support

+ Philanthropic Outlet

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COMMON CORPORATE APPROACHES TO ENGAGEMENT

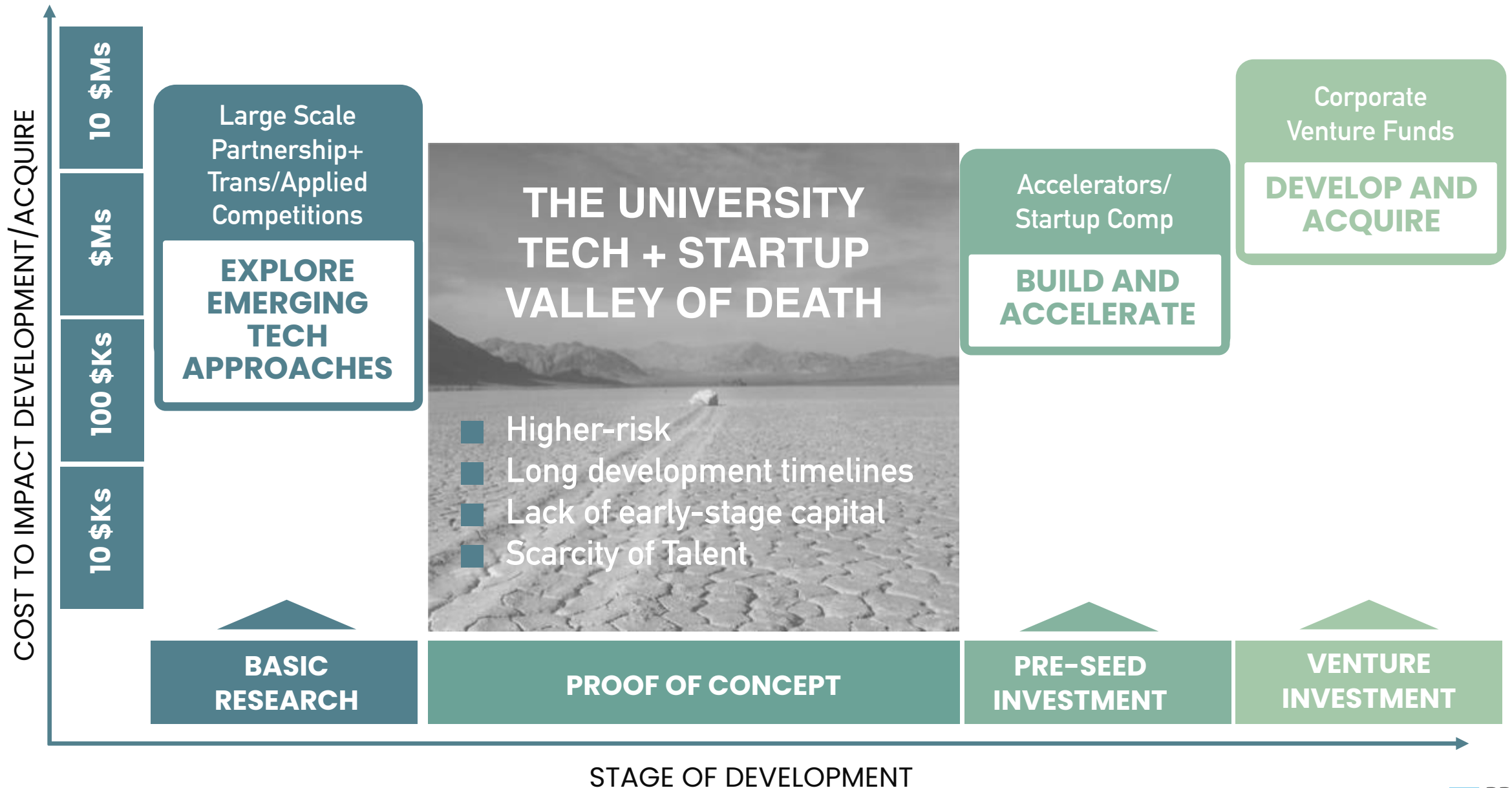| Small-large Scale Corporate Research/ Lab Partnerships	Applied/trans research project competitions	Accelerators/ Startup Competitions	Corporate Venture Funds
EXPLORE EMERGING TECH APPROACHES	**EXPLORE EMERGING TECH APPROACHES**	**BUILD AND ACCELERATE**	**DEVELOP AND ACQUIRE**
pick a handful of institutions that are "strong" in important areas and sponsor multi-year agreements with faculty/research centers	pick a handful of institutions that are "strong" in important areas and hold competitions for project funding	lead/sponsor private startup accelerators, often associated with one institution, that take "top, selected" startups through a process towards success.	monitor startups. wait for validation. pay a premium
BASIC RESEARCH	**BASIC RESEARCH**	**PRE-SEED INVESTMENT**	**VENTURE INVESTMENT**

+ Subscribe to IP and startup search databases

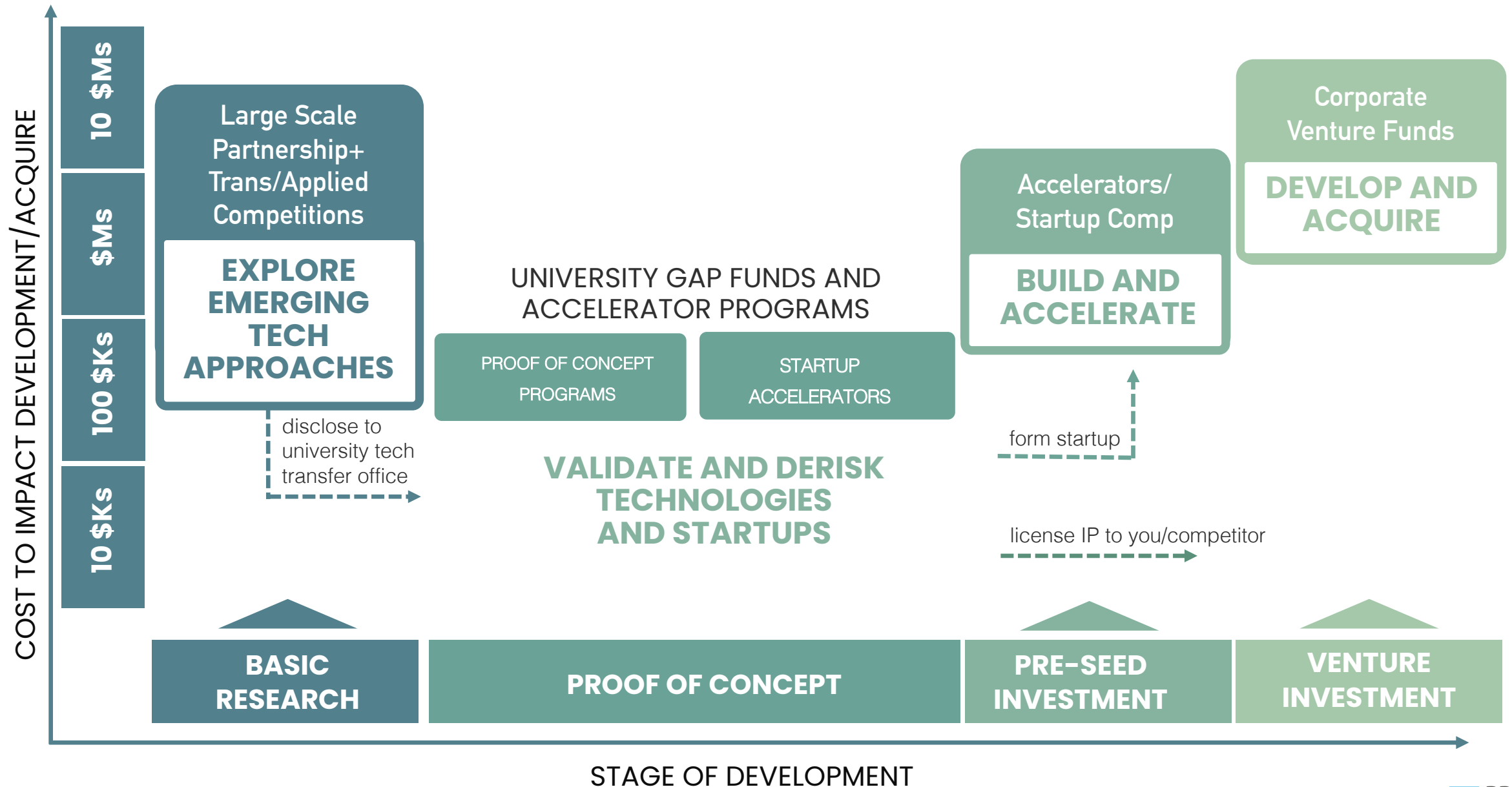+ Travel to/sponsor conferences

+ Become members of associations

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WHERE BRIDGE ENGAGES UNIVERSITY PARTNERSHIP

COST TO IMPACT DEVELOPMENT/ACQUIRE

- 10 $Ms
- $Ms
- 100 $Ks
- 10 $Ks

Large Scale Partnership+ Trans/Applied Competitions

EXPLORE EMERGING TECH APPROACHES

Accelerators/ Startup Comp

BUILD AND ACCELERATE

Corporate Venture Funds

DEVELOP AND ACQUIRE

BASIC RESEARCH

PROOF OF CONCEPT

PRE-SEED INVESTMENT

VENTURE INVESTMENT

STAGE OF DEVELOPMENT

BRIDGE

WHERE BRIDGE ENGAGES UNIVERSITY PARTNERSHIP

COST TO IMPACT DEVELOPMENT/ACQUIRE

10 $Ms

$Ms

100 $Ks

10 $Ks

Large Scale Partnership+ Trans/Applied Competitions

EXPLORE EMERGING TECH APPROACHES

THE UNIVERSITY TECH + STARTUP VALLEY OF DEATH

- Higher-risk
- Long development timelines
- Lack of early-stage capital
- Scarcity of Talent

Accelerators/ Startup Comp

BUILD AND ACCELERATE

Corporate Venture Funds

DEVELOP AND ACQUIRE

BASIC RESEARCH

PROOF OF CONCEPT

PRE-SEED INVESTMENT

VENTURE INVESTMENT

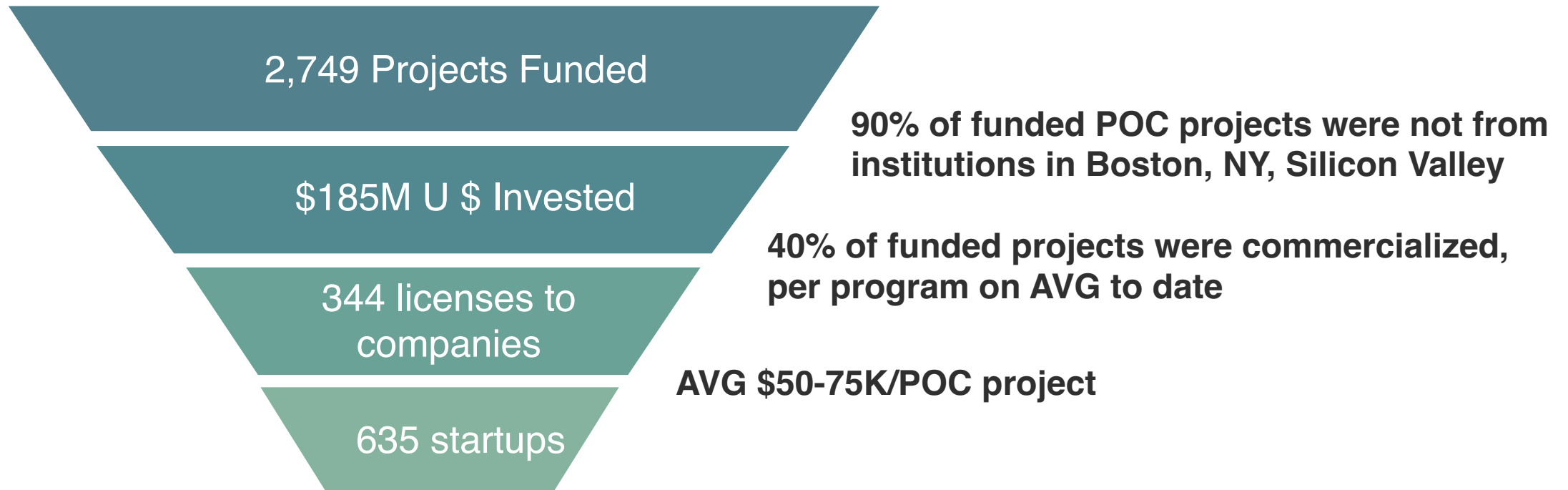**STAGE OF DEVELOPMENT**

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WHERE BRIDGE ENGAGES UNIVERSITY PARTNERSHIP

DEMONSTRATED AVENUE TO COMMERCIALIZED INNOVATION

THE NUMBERS

In a recent assessment of 47 of our university proof of concept program partners

2,749 Projects Funded

$185M U $ Invested

344 licenses to companies

635 startups

90% of funded POC projects were not from institutions in Boston, NY, Silicon Valley

40% of funded projects were commercialized, per program on AVG to date

AVG $50-75K/POC project

In Sum: Wide net /untapped institutions, applied/commercializable tech, low $ to test

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2005
Launched Mind the Gap Initiative
Conducted the first, global analysis of university proof of concept, startup and venture gap funds and accelerators. Now includes participation from 141 programs from 86 universities

2015
Launched Pardon the Disruption
Developed and delivered a process to connect companies to research institution tech and startup assets

2018
Launched GAP Community of Action/COVERGENCE
Founded a community of practice for active university fund managers (no with 35 member universities) and COVERGENCE, an annual summit attended by 75 university GAP programs, corporate innovation, and investors
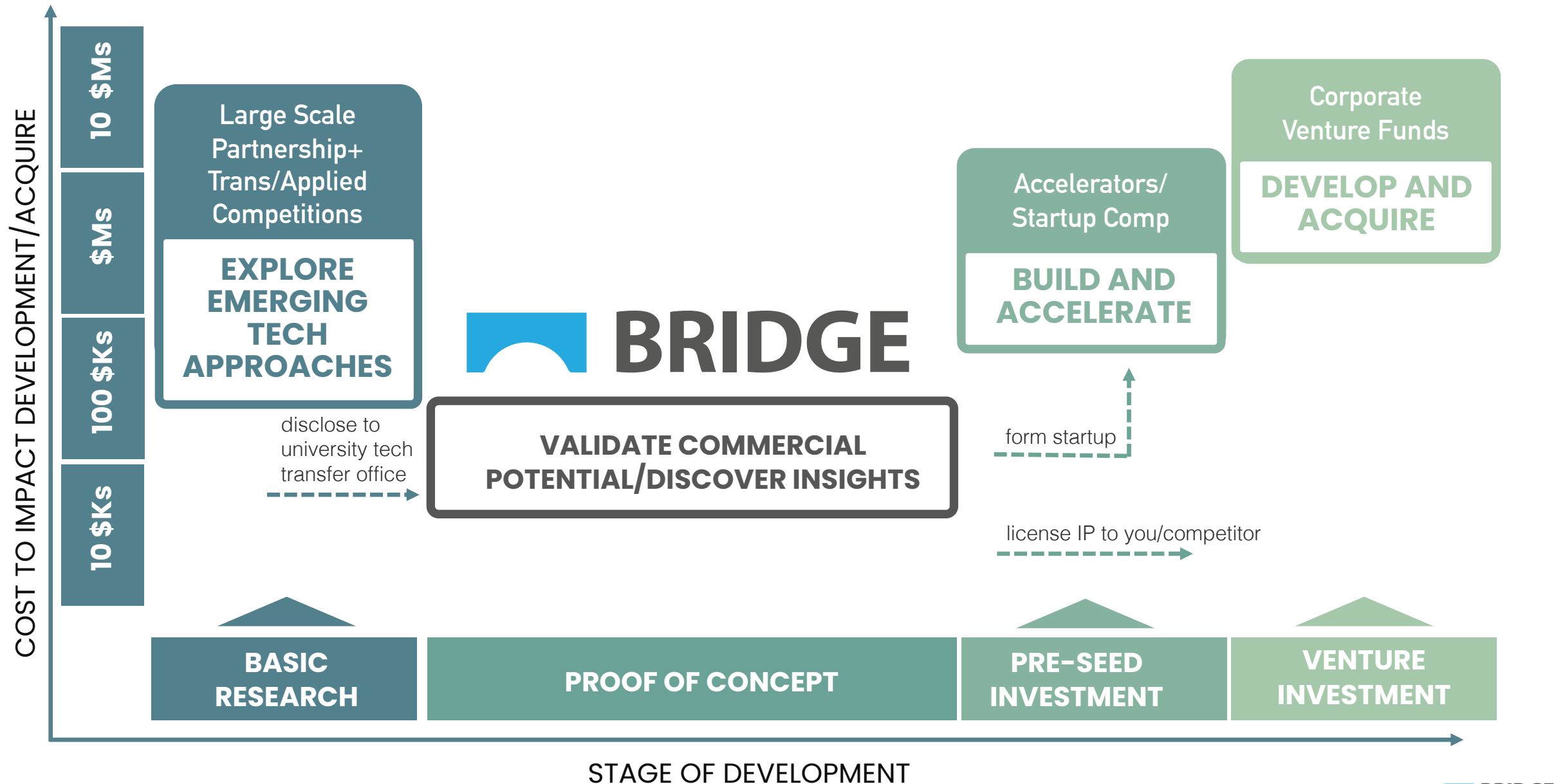
2021
Official launch of BRIDGE
Corporate-driven proof of concept program to connect to research institution tech, startups, and insights

MIND THE GAP

PARDON THE DISRU PTION

GAP COA

COVERGENCE

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WHERE BRIDGE ENGAGES UNIVERSITY PARTNERSHIP

COST TO IMPACT DEVELOPMENT/ACQUIRE

10 $Ms | $Ms | 100 $Ks | 10 $Ks

Large Scale Partnership+ Trans/Applied Competitions

EXPLORE EMERGING TECH APPROACHES

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Corporate Venture Funds

DEVELOP AND ACQUIRE

Accelerators/ Startup Comp

BUILD AND ACCELERATE

disclose to university tech transfer office

VALIDATE COMMERCIAL POTENTIAL/DISCOVER INSIGHTS

form startup

license IP to you/competitor

BASIC RESEARCH | **PROOF OF CONCEPT** | **PRE-SEED INVESTMENT** | **VENTURE INVESTMENT**

STAGE OF DEVELOPMENT

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A CORPORATE-DRIVEN PROOF OF CONCEPT PROGRAM
TO IDENTIFY AND ENGAGE UNIVERSITY TECH AND
STARTUP OPPORTUNITIES AND PARTNERSHIPS

- Complimentary to existing university POC/Startup programs

- Short-term validation/milestone-driven projects *($50K, 6-months)*

- De-risk (and ideally expedite) commercialization agreements

- Initiate and forge long-term relationships
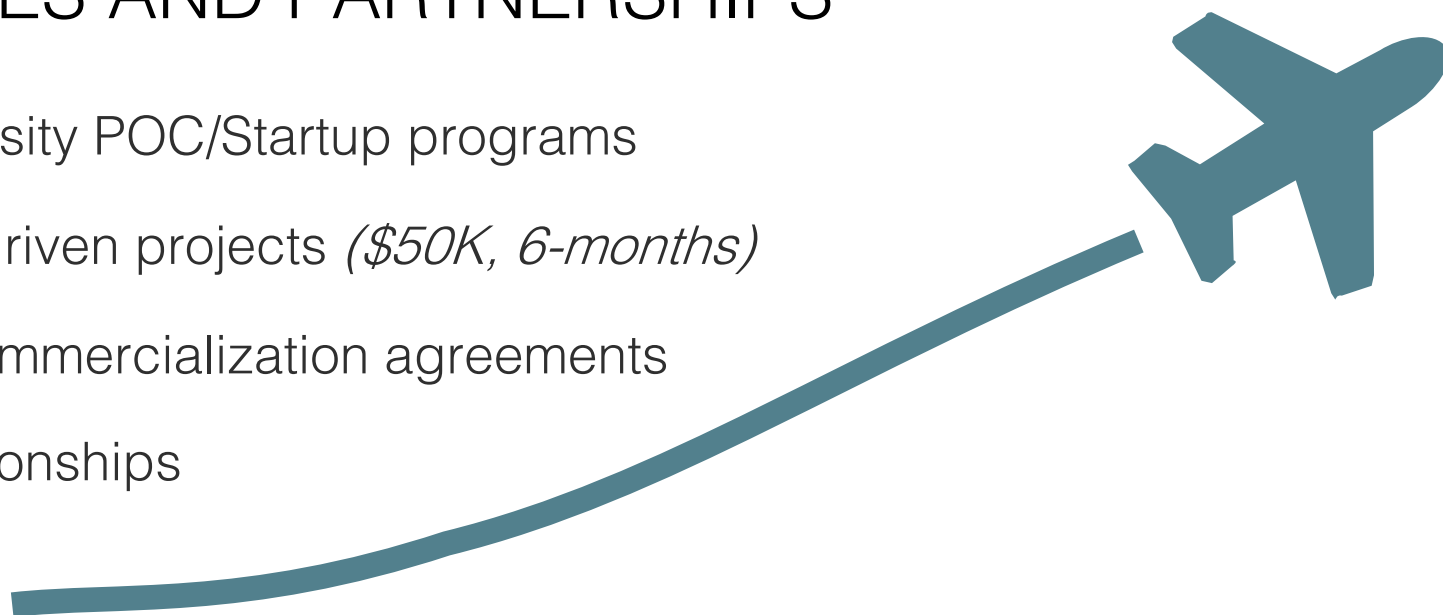
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BRIDGE PROCESS OVERVIEW

~6 Months

AUG-OCT SUBMIT

SEP-NOV REVIEW

SEP-NOV ENGAGE

NOV+ ACT

SUBMIT — **Submit potential opportunities** that align with interest areas

REVIEW — Company **assesses submissions** and responds with feedback/next steps

ENGAGE — **Hold engagement events** with opportunities of interest to assess partnership opportunities

ACT — **Explore partnership opportunities**, including potential proof of concept projects

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AUG-OCT

1.SUBMIT

Submit potential opportunities that align with interest areas

Licensable Tech

Startups

Research Centers/ Experts

The BRIDGE University Partnering System is an online platform to manage and grow university-industry relationships around assets of interest:

- Simplify early-stages of relationship building

- Centralize information/communication

- Maximize exposure across

- Support development through direct feedback

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Submit potential opportunities that align with interest areas

BRIDGE UPS OPPORTUNITY PROFILE

- Opportunity Name/Identifier

- Stage of Development

- Concise Description of Opportunity/Asset

- Value Proposition

- Key Team Members

- Tags Categories(Optional)

- Any Additional Opportunity Information: Background materials, patent numbers, publications, one-pagers

GOAL: NON-CONFIDENTIAL. CONCISE. JUST ENOUGH TO DETERMINE FIT

2.REVIEW

Company **assesses submissions** and responds with feedback/next steps

ALL SUBMITTED OPPORTUNITIES WILL RECEIVE THE FOLLOWING FROM PHILIPS:

- **Vote Score:** Philips Team will individually vote on level of interest

- **Questions/Requests for clarification**

- **Comments:** Philips Team will comment provide feedback from their review

DECISION

- **Immediate Interest, Proceed to Engagement Event**

- **Monitor/Maintain Relationship**

- **Not interested at this time**

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Explore partnership opportunities, including potential proof of concept projects
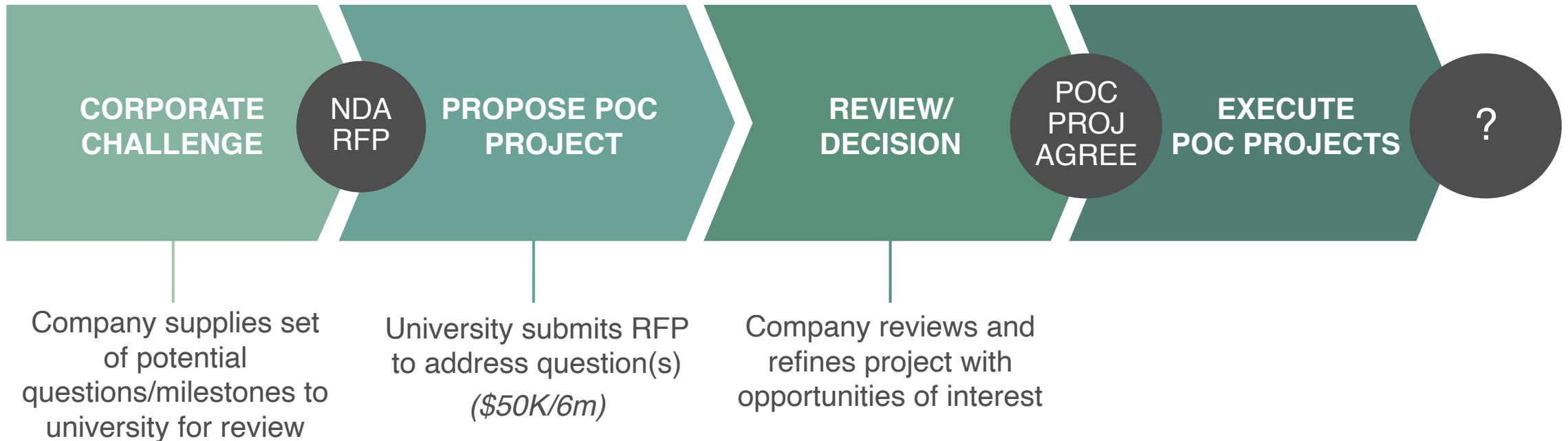

- License Technology
- Startup Development/Invest
- Collaborative Research
- **Proof of Concept Projects**

NOV+ **4.ACT**

Explore partnership opportunities, including potential proof of concept projects

| CORPORATE CHALLENGE | NDA RFP | PROPOSE POC PROJECT | REVIEW/ DECISION | POC PROJ AGREE | EXECUTE POC PROJECTS | ? |

Company supplies set of potential questions/milestones to university for review

University submits RFP to address question(s) *($50K/6m)*

Company reviews and refines project with opportunities of interest

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PROVEN RESULTS WITH CORPORATE CLIENTS

PREVIOUS CLIENTS

3M Medtronic PHILIPS

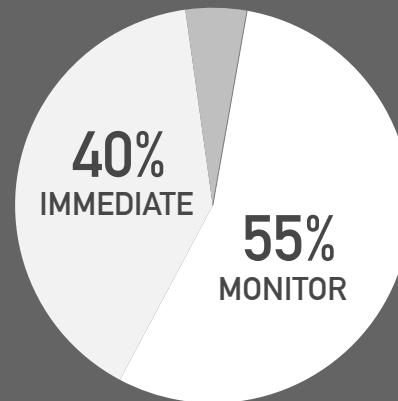## INNOVATION INTEREST AREAS

14

UNIVERSITIES/ STARTUPS ENGAGED

75

AVG. PER INTEREST AREA

OPPORTUNITIES IDENTIFIED

855

INTEREST LEVEL
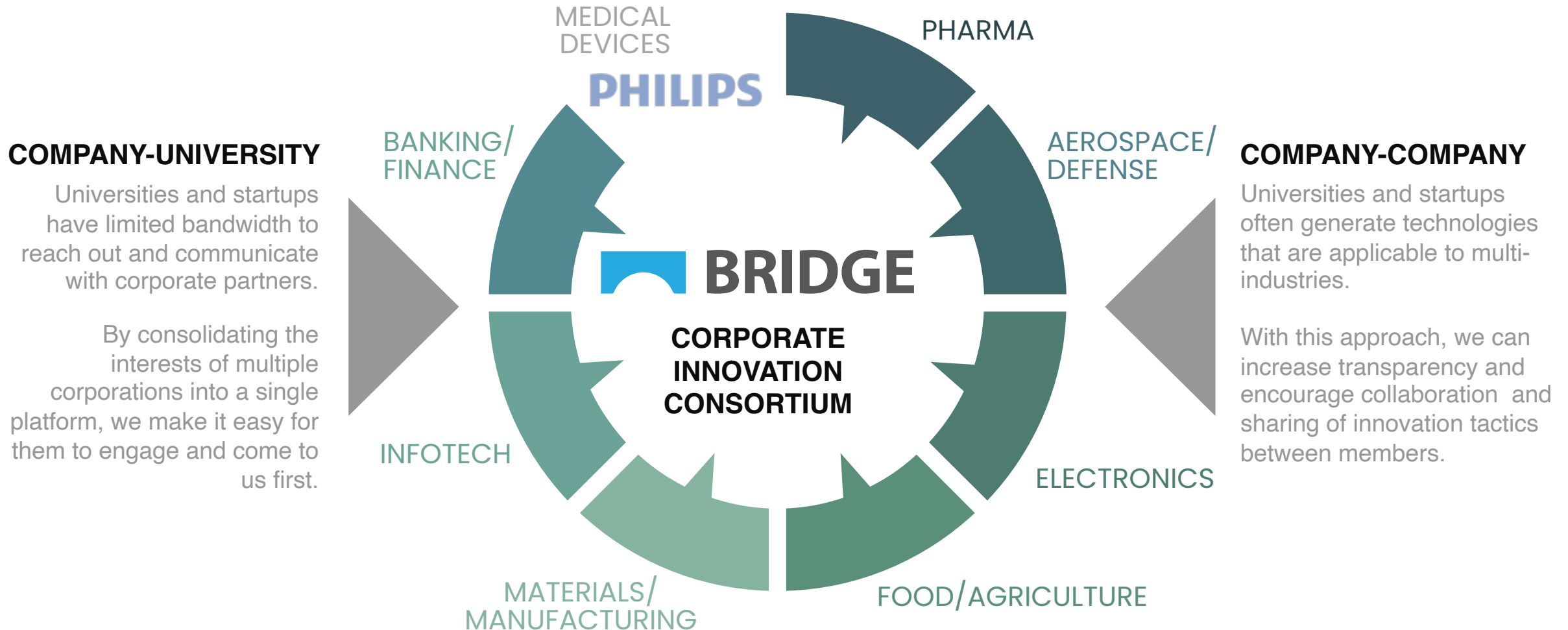
40% IMMEDIATE

55% MONITOR

RESULTING ACTIVITY

- ✓ 60 UNIVERSITIES/STARTUPS ENGAGED IN PARTNER DISCUSSIONS
- ✓ 75 NEW LICENSABLE TECH/15 STARTUPS IDENTIFIED
- ✓ 240 FACUTLY EXPERTS ENGAGED
- ✓ 9 PROOF OF CONCEPT PROJECTS*

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MULTI-SECTOR, NON-COMPETING CONSORTIUM APPROACH

ONE MEMBER COMPANY PER SECTOR

COMPANY-UNIVERSITY

Universities and startups have limited bandwidth to reach out and communicate with corporate partners.

By consolidating the interests of multiple corporations into a single platform, we make it easy for them to engage and come to us first.

COMPANY-COMPANY

Universities and startups often generate technologies that are applicable to multi-industries.

With this approach, we can increase transparency and encourage collaboration and sharing of innovation tactics between members.

MEDICAL DEVICES

PHILIPS

PHARMA

BANKING/FINANCE

AEROSPACE/DEFENSE

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CORPORATE INNOVATION CONSORTIUM

INFOTECH

ELECTRONICS

MATERIALS/MANUFACTURING

FOOD/AGRICULTURE

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Where to first?

Aarhus University
Argonne National Lab
Arizona State University
Army Research Lab/SAIC
Auburn University
Beth Israel Deaconess Medical Center
Binghamton-SUNY
BioQuarter (University of Edinburgh)
Blood Research Institute
Boise State University
Brandeis University
Brigham and Women's Hospital
Brown University
CalMI2
CalTech
Carnegie Mellon University
Case Western Reserve University
Cedars Sinai Hospital
Children's Hospital Los Angeles
Cleveland Clinic
Colorado State University
Cornell University
Dalhousie University
Drexel University
Duke University
East Stroudsburg University
Eindhoven University of Technology
Emory University
EPFL
ERC-Revolutionizing Metallic Biomaterials
Florida State University
George Washington University
Georgia Tech University
Harvard University
Hokkaido University
Illinois Institute of Technology
Imperial College of London
Indiana University-Purdue University Indianapolis
Iowa State University
Kansas State University
King Abdullah University of Science and Technology
King's College of London
Korea Institute of Science and Technology
LA BIoMed
Lawrence Livermore National Lab
Louisiana State University
MaRS Discovery District

Massachusetts General Hospital
McGill University
Medical University of South Carolina
Michigan State University
Michigan Tech University
Missouri University of Science and Technology
MIT
Montana State University
MUSCInstitute (Kyoto)
National Heart Lung & Blood Institute
National University of Singapore
New Jersey Institute of Technology
New York University
New York University Polytechnic NIH
Norfolk State University
North Dakota State University

Northeastern University
Northern Arizona University
Northwestern University
NUI Galway
Ohio State University
Old Dominion University
Ontario Centres of Excellence
Oregon Health & Science University
Oregon State University
Osaka University
Penn State University

Pontificia Universidad Catholica de Chile
Providence Health & Services
Puerto Rico STR
Pulse Biosciences
Purdue University
Rochester Institute of Technology
Rush University Medical Center
Rutgers University
Ryerson University
Sakakibara Heart Institute
Seattle Children's Research Institute
Second Military Medical University (Shanghai)
Seoul National University
Shanghai Jiao Tong University
South Dakota State University
Stanford University

Syracuse University
Technology University of Lisbon
Texas A&M University
Texas Heart Institute
Texas Tech University
The City University of New York
The State University of New York,
Tohoku University
Tulane University
UCLA
UniQuest

Unitectra
University of Northern Iowa
University at Buffalo
University College London
University Hospitals
University of Arizona
University of Bern (ARTORG)
University of California at Berkeley
University of California Davis
University of California Irvine
University of California Riverside
University of California, San Diego
University of California, San Francisco
University of Cambridge
University of Central Florida

University of Cape Town
University of Chicago
University of Colorado
University of Connecticut
University of Delaware
University of Denver
University of Edinburgh
University of Florida
University of Geneva
University of Georgia
University of Guelph
University of Illinois-Urbana Champaign

University of Iowa
University of Kentucky
University of Lethbridge
University of Louisville
University of Malta
University of Manitoba
University of Maryland
University of Massachusetts
University of Michigan
University of Minnesota
University of Missouri
University of Nebraska
University of Nevada
University of New Hampshire
University of North Carolina
University of North Texas Health Science Center
University of Notre Dame
University of Ohio
University of Ottawa
University of Oxford
University of Porto
University of Rochester
University of Saskatchewan
University of Southern California
University of Southhamton
University of Strathclyde
University of Tennessee
University of Texas
University of Texas-Austin
University of Texas-Dallas
University of Utah
University of Vermont
University of Washington
University of Waterloo
University of West Virginia
University of Wisconsin
Vanderbilt University
Virginia Tech University
Wake Forest University
Walter H Coulter Foundation
Warwick Ventures
Washington State University
Wayne State University
Wichita State Universtiy
Wisconsin Alumni Research Foundation
WiSys Technology Foundation
Worchester Polytechnic Institute
Yale University