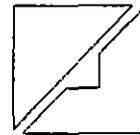


**IC<sup>2</sup> Institute, UT-Austin:**  
A 25 Year Experiment in Networking  
Universities, Corporations, and Government  
For Accelerated Regional Development

**Austin City Council**

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**IC<sup>2</sup> INSTITUTE**  
The University of Texas at Austin



- A "think and do tank" – [www.ic2.org](http://www.ic2.org)

**IC2 Institute – The University of Texas at Austin**

## Outline

- What is IC<sup>2</sup>?
- What does it do?
- What impact has it had on Austin?
- What impact on the world?
- How does IC<sup>2</sup> accomplish its mission?
- What is it doing now?
- How are we partnering with our city and region?

## What is IC<sup>2</sup>?

- The Institute for Innovation, Creativity, and Capitalism
- IC<sup>2</sup> is a research unit of UT-Austin
- ATI/CEI is part of IC<sup>2</sup>
- IC<sup>2</sup> reports to the Vice President for Research
- Its mission and goals were first set forth 25 years ago in 1977 by its founder, the late George Kozmetsky
- They remain the same today

## Mission

To subject capitalism to the objective scrutiny of academic research and provide ideas about ways in which the private sector may respond more effectively to help solve society's problems in a time of rapid socio-economic and cultural changes.

## Goals

To strengthen the American capitalistic socio-economic system by providing new knowledge about that system to all sectors of society in order to enable society as a whole to better identify and achieve its goals.

## Primary Areas of Focus

- Dynamic Small Businesses and Entrepreneurship
- Cultural, Ethical, and Institutional Studies
- Policy Issues and Analysis
- Private Enterprise Education

## What does IC<sup>2</sup> Do?

- First and foremost, fundamental research to better understand and advance:
  - Capitalism
  - Entrepreneurship
  - Technology Commercialization
  - Management
  - Technology's impact on society
  - Society's ability to absorb and use technology
- IC<sup>2</sup> has published thousands of papers and hundreds of books, held hundreds of conferences and workshops on these issues, many of them still considered to be seminal works and events in the field.
- Example: Creating the Technopolis Edited by Raymond Smilor, George Kozmetsky, David Gibson

## What Does IC<sup>2</sup> Do?

- IC<sup>2</sup>'s research is not limited to publications, but is tested in its laboratories
- IC<sup>2</sup>'s laboratories are not, however, in the University but in the world
- IC<sup>2</sup> engages in real-world experiments to validate its research and to advance its goals

## Three Well Known Experiments

- Texas Capital Network
- The Austin Software Council (now Austin Technology Council)
- The Austin Technology Incubator
  
- These three experiments were institutionalized in Austin and became part of fabric its economy and part of the foundation for Austin's growth into a technopolis.

## Around the World

- Moscow's Premier Technology Incubator
- Shanghai's Technology Incubator
- Entrepreneurship Curriculum and Labs at Japanese Universities

## Impact on Austin

- ATI
  - More than 2,850 jobs created
  - More than \$1.2B in revenue generated
  - More than \$600M in venture capital secured
  - 6 companies gone public, many more acquired
  - Approximately \$833 annual per capita contribution to area GDP

## Impact on the World

- Implementation of Tested Technology Policies and Institutions that support the continuance or *emergence of capitalism on nearly every continent*
- Incubators, University Curricula, Government Policies, Seminal Conferences, International Collaborations

## How Does IC<sup>2</sup> Accomplish its Mission?

- *By bridging the gap between strong academic research and practical problems and solutions*
  - Endowment funds support an array of research projects:
    - Study of serial entrepreneurs
    - Modeling new ventures
    - Capitalism study revised
    - *Regional research reports (i.e. clean energy, bio-nano convergence, wireless)*

## How Does IC<sup>2</sup> Accomplish its Mission?

- Engaging with the world
  - Austin Technology Incubator
    - Support new venture creation
    - Study new venture creation
    - Make the knowledge available to others
    - Partner with business and government to innovate and solve critical problems
    - Provide academia with a real-world laboratory for research

## How Does IC<sup>2</sup> Accomplish its Mission?

- Education
  - One year Masters Degree Program in Science and Technology Commercialization
    - Reduces to practice IC<sup>2</sup>'s extensive research and practical results
    - Supplies an educated and talented group of individuals to the region
    - Provides a cadre of experts for local companies (such as IBM, AMAT, and Motorola) and for local projects

## How Does IC<sup>2</sup> Accomplish its Mission?

- Knowledge Transfer
  - Projects that deploy IC<sup>2</sup> know-how at home and abroad
    - Poland – creating incubators and global partners
    - Cross Border Institute for Regional Development – creating new ventures
    - Armenia – putting infrastructure in place
    - Kazakhstan – incubators and training
    - Japan – all of the above

## How Does IC<sup>2</sup> Accomplish its Mission?

- Global Networks
  - IC<sup>2</sup> Fellows
    - High-powered academic researchers, business leaders, and government officials
    - Bring this expertise to the Institute
    - Provide a channel for the Institute's expertise to reach the world

## How Does IC<sup>2</sup> Accomplish its Mission?

- Leading Edge Laboratories
  - Digital Media Lab
    - Engaging with 21<sup>st</sup> Century media to understand its effects and its economy
    - To understand its ability to nurture human capital
    - To help Austin create a Digital Media Future
    - And to study the entire process

## How Does IC<sup>2</sup> Accomplish its Mission?

- Nurturing Future Leaders
  - Visiting Scholars
    - From all over the world studying capitalism and regional development
    - Take expertise home and become part of IC<sup>2</sup>'s global network
    - A significant number of IC<sup>2</sup> visiting scholars have advanced into important academic and government positions in their home countries

## How Does IC<sup>2</sup> Accomplish its Mission?

- Conferences and Workshops
  - First International Symposium on Economic Theory and Econometrics (1984)
  - First International Conference on Commercializing Biotechnology (1986)
  - International Consortia and Technology Transfer Conference (1990)
  - First International Business Plan Competition (now Moot Corp, 1992)
  - International Conference on Technology Policy and Innovation (1998)
  - Artificial Intelligence in Games (2003)

## What Now?

- The 21<sup>st</sup> Century economy is no longer business as usual
- We must understand the dynamics of this global economy in order to survive and prosper
- We need new theories and new practices
- We must engage in new experiments

"The challenge of technological innovation in the new globally competitive era can be stated as follows: How can each organization, region, and nation, individually and in concert with others, manage technology creatively and innovatively to reap the benefits of sustained economic growth? Those organizations and regions most able to accomplish this objective will play key roles in resolving the paradox of global competition and collaboration."

*George Kozmetsky  
Founder, IC<sup>2</sup> Institute*

## Examples

- Poland
  - To determine if we can create partner incubators in another country
  - To determine if we can join early stage companies globally
  - Why?
  - Because in the global economy it is no longer sufficient to address the US market alone. Small ventures don't have the luxury to delay addressing global markets
  - If we learn to do this effectively, the impact on Austin could be quite significant

## Examples

- Texas Enterprise Network
  - Is it possible to institutionalize new venture creation around the state?
  - Can we create networks that make it possible for all communities to tap the creativity and drive of local entrepreneurs?
  - Why?
  - Because prosperity cannot come from importing companies, it must come from creating them

## Examples

- Digital Media Collaboratory
  - How can modern convergent media be used to teach venture creation
  - Can it be used to shorten time to market, reduce risk, and ensure better ROI?
  - Can we use modern media to more effectively train a skilled workforce?
  - Can Austin develop a coherent Digital Media economy from the assets that are already here?

## Partnership with the City of Austin

- Clean Energy
  - Wireless
  - Digital Media
  - The Global Economy
- 
- Working collaboratively in our respective spheres to take Austin into the 21<sup>st</sup> Century economy