

# Executives-on-Roster (XOR) Growth & Transition





## Trending: University Startups

35%

10-yr increase in licensing

2X

# of university startups  
over past 10 years

1,200+

New startups created by  
universities in 2018

7/10

University startups are  
based in the state of their  
incubating institution

37.4%

More university startups  
ceased operations than  
the previous year

<10%

At UK, of SBIR-awarded  
faculty-led startups that  
raised private follow-on  
funding

## Good for the Institution: Nationally, faculty founders...

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29%

More productive than  
collaborators

26%

Increase in publications  
after firm founding

>25%

Increase in citations after  
firm founding

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40%

Increase in odds of  
commercialization (vs.  
license)

1.3X

Increase in odds (vs. large  
co's) of commercializing  
newest science

12X

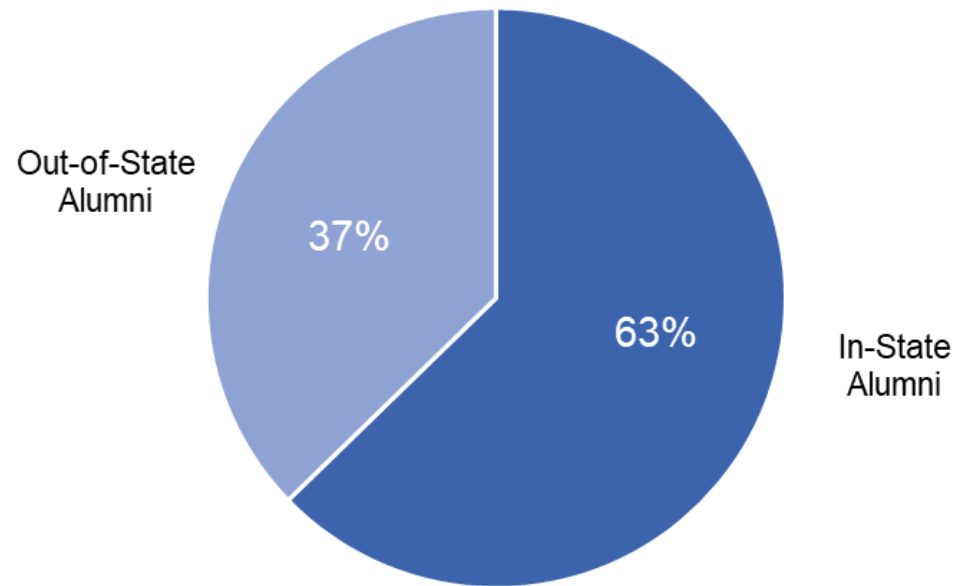
More likely to be among  
highest cited in their field

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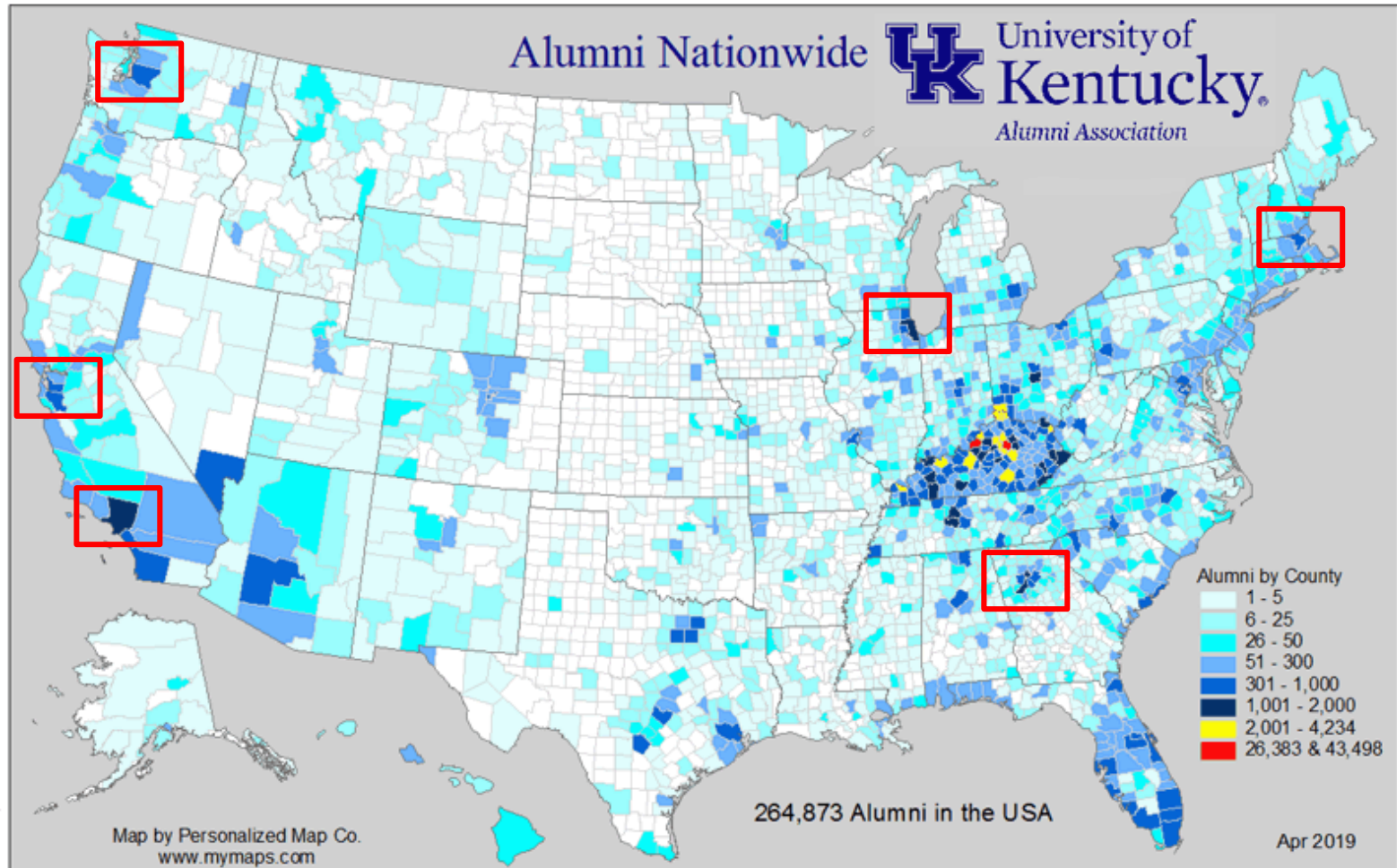
Sources: Lowe, Robert A. and Claudia Gonzalez-Brambila. "Faculty Entrepreneurs and Research Productivity". *Journal of Technology Transfer* (2007), 32:173-194.  
Lowe, Robert A. and Arvids A. Ziedonis. "Overoptimism and the Performance of Entrepreneurial Firms" *Management Science* (2006), 52:173-186.

# Geographic Distribution of UK Alumni

- 264,873 UK Alumni currently living in the U.S.
  - 166,196 (63%) UK Alumni currently residing in the state of Kentucky
  - Fayette and Jefferson Counties have highest numbers of alumni



# We All Have Networks of Innovation-experienced Alumni



<http://www.uky.edu/Alumni/web/2019/alumnimaps/webmap.gif>

So, we  
needed to  
build a  
shared,  
connected  
network



# ... we launched XOR in 2018



INDIANA UNIVERSITY



- Launched Fall 2018
- 2 regionally affiliated networks
- **25** universities
- **71** entrepreneurs
- **56** startups



# Then we grew it . . .



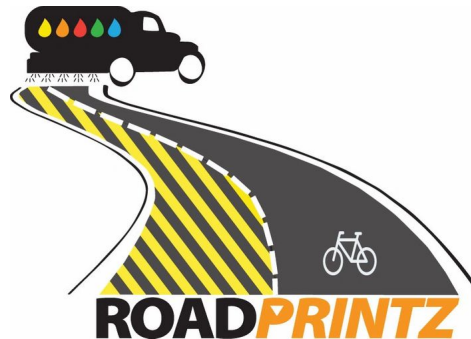
# Universities



# Executives








Successful  
Matches

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XOR<sup>®</sup>

... but we  
learned a lot  
about what  
works





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# Specifically, if we are serious about this, it requires . . .

## **Administrative Support**

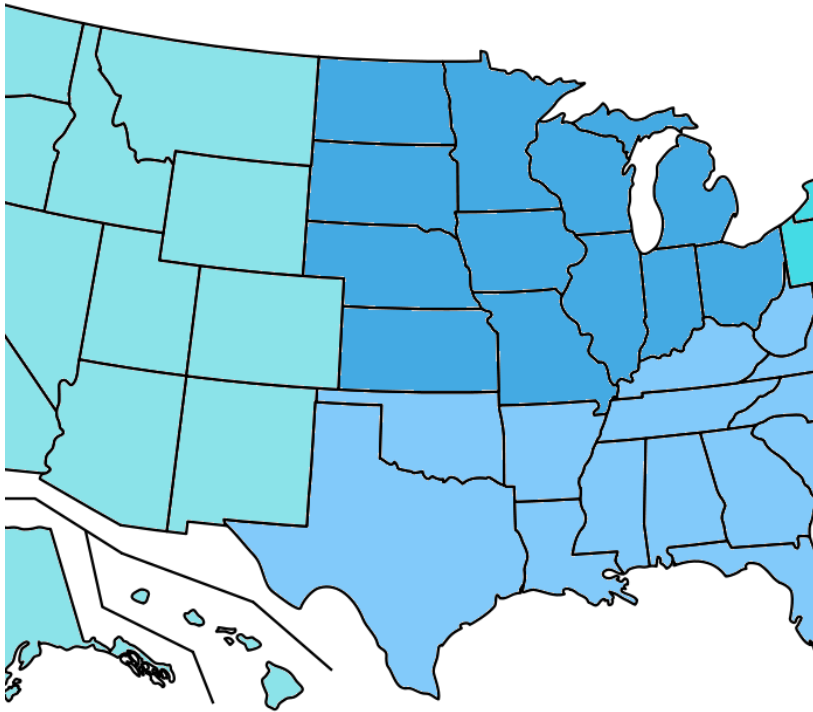
- Onboarding and Orientation
- Training
- Quick IT Response support
- QC support in profile building

## **Recruiting & Matching Support**

- Recruiting new executives
- Qualifying the executives
- Keeping the network engaged
- Startup needs intake
- Brokering connections
- Facilitating match



# . . . and it turns out, Regions are limiting



- Current Platforms
  - Midwest
  - Southeast
- Attempted New Platforms
  - Northeast/Atlantic
  - West

So, we found a partner to help us with that



# Growth & Transition Goals



- 1 XOR region, platform and network
  - New simplified, user-friendly platform for easier onboarding
  - Focus on matching support services
  - Recruit more!: Provide more promotion & marketing on a national level
  - Open network to all kinds of startup matching needs (mentors, SBIR Pis, etc.)
  - Education!: Help TTOs develop recruiting and team building skills
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# Growth & Transition Timeline

- Building now
- Demos and customer discovery in December
- Launch in January 2021





# Questions