

Innovation-related Programs/Training/Consultation Resources for UMSN Faculty Across the UM Ecosystem

Strategic Collaborators	What They Offer/How They Can Help	Link to Learn More About What They Do	Contact Information
Business + Impact (Ross School of Business)	Ross's Business +Impact Studio offers: <ul style="list-style-type: none"> An innovation course teaching discovery tools, developing impactful applications, etc. for students Studio space that serves as a campus hub for design and impact (for use by faculty or students across campus) Interactive workshops, design jams, guest speakers, etc. 	+Impact Studio (rossimpactstudio.com)	impactstudio@umich.edu Stephen M. Ross School of Business 700 E. University Ave., Second Floor Executive Residence Ann Arbor, MI <u>734.763.4214</u>
Center for Academic Innovation (AI)	Academic Innovation provides faculty support in learning courses/programs. This could include an innovative program/website/app which has education as a goal. They can assist faculty with their innovations by: <ul style="list-style-type: none"> Building software/Software applications Creating a MOOC/Open online courses/trainings Engaging the public Allowing use of their software Offering an online teaching academy Funding through the Innovation Fund that helps their partners 	Website: Center for Academic Innovation (umich.edu) Innovation Fund: Innovation Fund – Center for Academic Innovation (umich.edu)	Contingent on your need. Check their staff's areas of expertise—e.g., design, learning experience design, software analysis and user experience, etc.): Our Team – Center for Academic Innovation (umich.edu) Contact: Academicinnovation@umich.edu Hatcher Lab (8 th Floor Hatcher Graduate Library) Center Ph. #:

	(faculty) build new technology, develop engaging and interdisciplinary content, design more flexible and personalized learning experiences, etc.		734.764.7351
Center for Entrepreneurship (CFE) (UM College of Engineering)	<p>CFE provides faculty/researchers with programs and infrastructure to fund and support new ventures from research to the commercialization process.</p> <p>Specifically, they offer faculty/researchers:</p> <ul style="list-style-type: none"> • Innovative programs, immersive courses, and funds related to entrepreneurship • Video assets—Short videos designed to guide people through entrepreneurial concepts • Calendar of Events for events internal/external to the UM entrepreneurial ecosystem 	FACULTY/RESEARCHERS – Center for Entrepreneurship (umich.edu)	<p>Contact (Contingent on your need):</p> <p>FACULTY – Center for Entrepreneurship (umich.edu)</p> <p>STAFF – Center for Entrepreneurship (umich.edu)</p> <p>Location: 3rd Floor Duderstadt Center</p> <p>Center Ph. #: 734.763.1021</p>
Center for Healthcare Engineering and Patient Safety (CHEPS) (UM College of Engineering)	<p>CHEPS is committed to the highest quality, patient-centric care and the physical/mental well-being of the providers of this care.</p> <p>CHEPS utilizes established engineering techniques to address operational and other health-care-specific problems</p>	Center for Healthcare Engineering and Patient Safety – CHEPS at The University of Michigan (umich.edu)	<p>Cheps-contact@umich.edu</p> <p>Or</p> <p>Amy Cohn Associate Director amycohn@umich.edu</p>

	<p>and facilitate new tools and techniques to address healthcare-specific issues.</p> <p>Faculty/researchers can inquire if a CHEPS team can help with a health-care problem (which could lead to an innovative solution) around things like patient flow/patient experience projects, patient scheduling projects, and more.</p> <p>Also offers seminars and symposiums on providing better healthcare through systems engineering to more broadly disseminate the tools, techniques and training models they have developed.</p>		<p>1221 Beal Ave. Ann Arbor, MI</p> <p>Center Ph. #: 734.763.0799</p>
<p>Center for Socially Engaged Design (CSED) (UM College of Engineering)</p>	<p>CSED empowers practitioners and students with perspectives and skills needed to design effective interventions (technological and otherwise) that are good for the world. They also provide the space for collaboration on these projects.</p> <p>Offerings include:</p> <ul style="list-style-type: none"> • Providing faculty classroom materials/lectures/workshops/activities to support students designing “socially-good • Interventions 	<p>Home - Center for Socially Engaged Design - University of Michigan (umich.edu)</p>	<p>Steven Skerlos Faculty Director skerlos@umich.edu</p> <p>GG Brown, 3rd Floor 2350 Hayward St Ann Arbor, MI 48109 c-sed-info@umich.edu 734-764-5298</p>

	<ul style="list-style-type: none"> • Online learning • Consultations • A prototyping lab, and more 		
Engaged Learning Office through the UM School of Information	<p>The Engaged Learning Office offers faculty/organizations the opportunity to increase their capacity through students working on their projects in website and user experience design, health informatics, information consulting, data analysis, social media and other areas.</p> <p>Faculty submit applications to have their projects considered by the School for specific courses for the students to then vote on undertaking based on student interest.</p>	<p>Engaged learning outcomes umsi (umich.edu)</p>	<p>umsi.client.engagement@umich.edu</p> <p>Lori Donovan Associate Director of External Engagement lorimd@umich.edu</p> <p>Lara Pierce External Engagement Project Manager piercels@umich.edu 734.764.1865</p> <p>For more information about how to get your project in front of students from those classes, see opportunities to benefit from their students' skills as a client in their courses.</p> <p>General Ph. #: 734.615.1624</p>
Michigan Law Entrepreneurship Clinic	<p>The Zell Entrepreneurship Clinic provides general educational information concerning legal issues common to start-up ventures. Through</p>	<p>Entrepreneurship Clinic University of Michigan Law School (umich.edu)</p>	<p>Please email bivibb@umich.edu to reserve a time to meet with a clinic member.</p>

	<p>weekly office hours, clinic faculty and students meet with hundreds of entrepreneurs each year and provide hundreds of hours of legal information to individuals (faculty and students) and organizations.</p> <p>They offer an array of services and resources including direct legal representation, office hours, workshops, and blog posts with current information about entrepreneurial legal issues. The direct legal services we offer includes entity formation, intellectual property protection, advice on worker classification issues, advice on various contracts, financing and deal-making.</p> <p>These services help innovators launch and grow their businesses.</p>		<p>To apply for services: Apply for Legal Services University of Michigan Law School (umich.edu)</p> <p><u>Location:</u> 701 S. State St., Ste. 2020 Ann Arbor, MI</p> <p>Contact: Kristen Wolff wolffk@umich.edu</p> <p>734.763.4134</p>
<p>Fast Forward Medical Innovation (FFMI)</p>	<p>FFMI provides a pathway to access and navigate the biomedical innovation ecosystem at the University of Michigan for faculty and students.</p> <p>FFMI nurtures commercialization and entrepreneurship with the goal of getting more products to market</p>	<p>Fast Forward Medical Innovation (FFMI) – Biomedical Innovation Lives Here (umich.edu)</p>	<p>Bradley Martin Director of FFMI bradmart@umich.edu 734.936.8577</p> <p>Jon Servoss Director of Commercialization Education</p>

	<p>sooner where they can impact healthcare.</p> <p>Offerings include:</p> <ul style="list-style-type: none"> • Educational resources • Commercialization education programs and training • <i>fastPACE</i> is a 4-week biomedical innovation and commercialization course designed for life science innovators with an early-stage project. • Aikens Innovation Academy at the Frankel CVC Institute • Funding and mentorship • Investments in biomedical startup companies with U-M licensed IP in therapeutics, devices, diagnostics, or health IT • Building relationships between U-M biomedical researchers and corporate partners/foundations 		<p>servossj@umich.edu 734.761.2692</p> <p>Contact them for a Consultation Idea Consultation – Fast Forward Medical Innovation (FFMI) (umich.edu)</p> <p>2800 Plymouth Rd. Ann Arbor, MI</p> <p>Center Ph. #: 734.615.5060</p>
<p>Healthcare Innovation Impact Pathway (HiIP) UM School of Nursing</p>	<p>HiIP is a suite of healthcare innovation support and engagement services at the UM School of Nursing dedicated to empowering nursing innovation to create impactful improvement in healthcare delivery.</p> <p>Services include:</p> <ul style="list-style-type: none"> • Consulting 		<p>Rhonda Schoville, Director rhondas@med.umich.edu 734.615.3288</p> <p>Ann Fitzsimons Innovation Portfolio and Engagement Specialist amfitz@med.umich.edu 248.592.9390</p>

	<ul style="list-style-type: none"> • Mentoring/Advising/Coaching • Education/Training • Hands-on project support • Connectivity to UM/Other Innovation Resources • Innovation Fellowships • Student engagement in innovation, and more 		<p>University of Michigan School of Nursing 400 North Ingalls St. Ann Arbor, MI</p>
<p>i-Corps (NSF I-Corps Hub Great Lakes Region) (College of Engineering Center for Entrepreneurship)</p>	<p>The NSF I-Corps Hub Great Lakes Region is part of a National Innovation Network working together to address the need for innovation education, infrastructure, and research.</p> <p>They have two goals:</p> <ol style="list-style-type: none"> (1) Re-imagine the university innovation process from research ideation to invention to spinout, in order to enhance regional and national competitiveness by better leveraging our leadership in science. (2) Develop the technical leaders of tomorrow by providing them with the skills, network, and entrepreneurial mindset needed to pursue their future path of purpose. 	<p>https://www.greatlakesicorps.org/</p>	<p>Fill out their Contact Us page: https://www.greatlakesicorps.org/contact-us/</p> <p>Or email: info@greatlakesicorps.org</p>

	<p>They deliver an immersive education that teaches researchers how to successful transfer knowledge into products and processes.</p> <p>Services offered include:</p> <ul style="list-style-type: none"> • Skills training • Access to network and its resources • One-on-one mentoring • Funding support, and more <p>I-Corps Great Lakes Regions is housed at UM but partners with numerous Midwest universities/colleges.</p>		
<p>Office of Innovation Partnerships (formerly Tech Transfer)</p>	<p>The Office of Innovation Partnerships has the expertise, resources, and connections to help new innovations (of all types) reach their potential and be made available to those they best serve.</p> <p>Services include:</p> <ul style="list-style-type: none"> • Research on the opportunity • Invention Disclosure Reports • Market Analysis • IP Protection • Customer Discovery • Prospect Identification • Licensing agreements, 	<p>Home - UM - Innovation Partnerships (umich.edu)</p> <p>For faculty, specifically: Faculty & Researchers - UM - Innovation Partnerships (umich.edu)</p>	<p>Tina Suntres Assistant Director, Software, Content Licensing and Research Partnerships</p> <p>Phone: 734.763.0614 Email: tsuntres@umich.edu</p> <p>Location: North Campus Research Complex (NCRC) 1600 Huron Parkway (off of Plymouth Rd.) Ann Arbor, MI</p>

	<ul style="list-style-type: none"> • Support for new ventures/start-ups, and more 		<p>Innovation Partnerships Ph. #: 734.763.0614</p>
<p>Zell Lurie Institute (UM Ross School or Business)</p>	<p>ZLI offers faculty entrepreneurial education (workshops and videos) and advising with ZLI team members or entrepreneurs-in-residence who can advise on entrepreneurial questions/concerns faculty may have.</p> <p>Also provides access to advising from the Entrepreneurship Law Clinic.</p>	<p>Website: Home Samuel Zell and Robert H. Lurie Institute for Entrepreneurial Studies (umich.edu)</p>	<p>Sarika Gupta Managing Director sarikag@umich.edu 734.615.4422</p> <p>701 Tappan Ave. Ann Arbor, MI General Information Ph. #: 734.615.4419</p>

Innovation/Entrepreneurial Online Videos on Innovation-Related Topics

Videos

Center for Entrepreneurship

Link to landing page for all videos: <https://cfe.umich.edu/video-assets/>

Entrepreneurial Basics Video Series

<https://cfe.umich.edu/entrepreneurial-basics/>

This video series is a crash course on things you might have questions about or didn't realize you should be thinking about when considering starting your own business, including:

- How to choose your MVP
- Recipe for forming a legal entity
- Legal issues, etc.

Start-up and Incorporation Issues

<http://keeplearning.engin.umich.edu/start-up-and-incorporation-issues/>

This customized video series is designed to address three simple questions relative to creation of your business entity when launching a new innovation, if you decide to take this path, including:

- Roles of faculty, non-academics, and students
- What kind of company based on factors of technology, consulting, and lifestyle
- Formation of the entity, and specifically limited liability, S-Corporations and C-Corporations

Intellectual Property Basics

<http://keeplearning.engin.umich.edu/intellectual-property/all-videos/>

This series of 3-5 minute videos guides entrepreneurs through key intellectual property concepts covering over 60 different topics categorized under:

- An Introduction to Intellectual Property
- Patents

- Copyrights
- Trademarks
- Trade Secrets

Socially Engaged Design Academy (SEDA)

Link to all videos: <https://csed.engin.umich.edu/online-learning/>

This is a series of self-paced, free videos created by the Center for Socially Engaged Design around important design-thinking concepts helpful in creating and developing innovations, including:

- Planning a Design Ethnography Experience
- Crafting Design Interview Protocols
- Conducting Design Interviews
- Design Observations
- Prototyping Throughout the Design Process
- Writing Needs Statements
- User Requirements & Specifications
- Idea Generation
- Concept Development
- Concept Selection
- Effective Technical Design Project Meetings
- Planning a Needs Assessment
- Secondary Information Gathering

Zell Lurie Institute (ZLI) (Ross School of Business)

You can link to these videos via their Canvas site: <https://umich.instructure.com/enroll/YHMGHN>

Note: It's only accessible with a U-M login.

ZLI has produced a series of informative videos on the following topics and sub-topics for student and/or faculty entrepreneurs:

Faculty Innovation/Entrepreneurial Resources 7/2023



- Startup Branding
 - Choosing a Brand Name
 - Things to Consider if You've Already Chosen a Company Name
 - Deciding on a Tagline
 - Designing a Logo

- Trademark Clearance and Trademark Protection
 - Performing a Preliminary Trademark Clearance Search
 - Analyzing Search Results for Likelihood of Consumer Confusion Factors
 - How Strong are the Legal Rights in your Trademark?
 - Whether to Register Your Trademark

They also offer these additional recommended resources on branding and trademarking on this canvas page.

Workshops

ZLI Start-up Workshops

<https://zli.umich.edu/startup-workshops>

The Zell Lurie Institute offers a series of workshops designed to help entrepreneurs learn how to launch their own venture. Anyone interested in entrepreneurship is welcomed and encouraged to attend. All events are free.

The Workshops include sessions on:

- Startup Financials
- Communicating with Investors
- Startup Funding for First-time Entrepreneurs
- Developing Your Business Model Canvas
- Conducting Effective Customer Discovery
- Identifying and Sizing Your Market
- Assessing Financial Feasibility
- Social Media for Your Startup
- Founding and Forming

Check their Calendar of Events page for upcoming workshops:

<https://zli.umich.edu/event-calendar>

Powerpoint presentation decks of some of these workshops are also available on ZLI's Canvas Site:

<https://umich.instructure.com/enroll/YHMGHN>

Note: It's only accessible with a U-M login.

Innovation/Entrepreneurial-related Consultations for Faculty and/or Students

Consultations

Center for Academic Innovation (AI)

<https://ai.umich.edu/> (Contact Us page)

Academic Innovation will provide consultations for faculty in support of learning courses/programs/innovations which have education as a goal. These consults could be related to software platforms/applications, developing more engaging learning experiences, creation of MOOC's and more.

Center for Entrepreneurship (CFE)

<https://cfe.umich.edu/advising/>

CFE offers a wide variety of advising opportunities for students and ventures looking for one-on-one mentorship. Available for individuals and teams looking to explore the entrepreneurial ecosystem at the University of Michigan.

Center for Healthcare Engineering and Patient Safety (CHEPS)

<https://cheps.engin.umich.edu/> (Contact Us page)

CHEPS will discuss a faculty member's healthcare problems to see if it has "fit" with CHEP's objectives and if there is available space for them to take the project on.

Center for Socially Engaged Design (CSED)

<https://csed.engin.umich.edu/>

CSED will consult on a faculty/student's idea and/or project to assess its alignment with CSED's requirements for projects as part of the faculty or student initiatives within this Center.

Fast Forward Medical Innovation (FFMI)

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<https://innovation.medicine.umich.edu/funding-mentorship/idea-consultation/>

An FFMI commercialization expert will meet with faculty/students to explore how your research/project can translate out to the university towards a successful path to commercialization. Topics covered in this consult can include an explanation of your research/technology, status of any intellectual property, update on where at in development plan, identification of who else working on project with you, any regulatory requirements/concerns, etc.

Healthcare Innovation Impact Pathway (HiIP) Program (UMSN)

Rhonda Schoville, rhondas@med.umich.edu

Ann Fitzsimons, amfitz@med.umich.edu

HiIP provides consults one-on-one with nurse innovators (faculty/researchers/students) to learn more about their idea, where they think they may want to go with it, what else needs to happen to get it completed, how they want to disseminate it to its intended audiences, and more. HiIP then helps identify Next Steps for moving the idea forward. For nurses and nursing students, alike, this could be your first step on your pathway to innovation as HiIP helps to map the pathway and walk it with you.

Office of Innovation Partnerships

[Home - UM - Innovation Partnerships \(umich.edu\)](#)

Innovation Partnership is available for consults once an idea has been somewhat sketched out. It's usually a good idea to fill out the parts of the Invention Disclosure form you can, and then set up a consultation on your idea with Tina Suntres (tsuntres@umich.edu) to determine what resources OTT has to offer and what the Next Steps may be for the idea.

Zell Lurie Institute

<https://zli.umich.edu/entrepreneurial-advising> (webpage on this resource)

<http://www.zli.umich.edu/schedule-appointment> (link to schedule a consult)

Zell Lurie offers consults with their team members or one of their entrepreneurs-in-residence who can provide counsel and advice on entrepreneurial questions/concerns of faculty or students.