

## 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
<b>Business Engagement Center (UM)</b>	<p>Provides resources, counsel and connections for faculty and staff that facilitate industry partnerships and research funding. Can help match you with a partner who may be interesting in funding your innovation.</p> <p>Faculty portal contains resources designed to help faculty/staff find information on corporate partnerships/contracts/etc.</p>	<p><a href="https://bec.umich.edu/">https://bec.umich.edu/</a></p>	<p>Contingent on your need. <a href="https://bec.umich.edu/our-staff/">https://bec.umich.edu/our-staff/</a></p> <p>Center Ph. #: 734.647.1000</p>
<b>Business + Impact (Ross School of Business)</b>	<p>Ross's Business +Impact Studio offers:</p> <ul style="list-style-type: none"> <li>• An innovation course teaching discovery tools, developing impactful applications, etc. for students</li> <li>• Studio space that serves as a campus hub for design and impact (for use by faculty or students across campus)</li> <li>• Interactive workshops, design jams, guest speakers, etc.</li> </ul>	<p><a href="https://businessimpact.umich.edu/our-programs/impact-studio/">https://businessimpact.umich.edu/our-programs/impact-studio/</a></p>	<p>Jeffrey Sanchez-Burks Studio Director <a href="mailto:jsanchezburks@umich.edu">jsanchezburks@umich.edu</a> 734.615.6351</p>
<b>Center for Academic Innovation (AI)</b>	<p>Academic Innovation provides faculty support in learning courses/programs. This could include an innovative program/website/app which has education as a goal</p> <p>They can assist faculty with their innovations by:</p>	<p>Website: <a href="https://ai.umich.edu/">https://ai.umich.edu/</a></p> <p>Innovation Fund: <a href="https://ai.umich.edu/academic-innovation-fund/">https://ai.umich.edu/academic-innovation-fund/</a></p>	<p>Contingent on your need.</p> <p>Check their staff's areas of expertise—e.g., design, learning experience design, software analysis and user experience, etc.):</p>

	<ul style="list-style-type: none"> <li>• Building software/Software applications</li> <li>• Creating a MOOC/Open online courses/trainings</li> <li>• Engaging the public</li> <li>• Allowing use of their software</li> <li>• Offering an online teaching academy</li> <li>• Funding through the Innovation Fund that helps their partners (faculty) build new technology, develop engaging and interdisciplinary content, design more flexible and personalized learning experiences, etc.</li> </ul>		<p><a href="https://ai.umich.edu/who-are-we/our-team/">https://ai.umich.edu/who-are-we/our-team/</a></p> <p>Center Ph. #: 734.764.7351</p>
<p><b>Center for Entrepreneurship (CFE) (UM College of Engineering)</b></p>	<p>CFE provides faculty/researchers with programs and infrastructure to fund and support new ventures</p> <p>It's also a space where faculty, students and staff can find the resources, expertise and environment to transform innovative ideas into real world ventures</p> <p>Specifically, they offer faculty/researchers:</p> <ul style="list-style-type: none"> <li>• Innovative programs, immersive courses, and funds related to entrepreneurship</li> </ul>	<p><a href="https://cfe.umich.edu/faculty-researchers/">https://cfe.umich.edu/faculty-researchers/</a></p>	<p>Contact (Contingent on your need): <a href="https://cfe.umich.edu/about/team/staff/">https://cfe.umich.edu/about/team/staff/</a></p> <p>Center Ph. #: 734.763.1021</p>

	<ul style="list-style-type: none"> <li>• Video assets—Short videos designed to guide people through entrepreneurial concepts</li> <li>• Calendar of Events for events internal/external to the UM entrepreneurial ecosystem</li> </ul>		
<b>Center for Healthcare Engineering and Patient Safety (CHEPS)</b> <b>(UM College of Engineering)</b>	<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> <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</p>	<a href="https://cheps.engin.umich.edu/">https://cheps.engin.umich.edu/</a>	<a href="mailto:Cheps-contact@umich.edu">Cheps-contact@umich.edu</a>  Or  Amy Cohn Associate Director <a href="mailto:amycohn@umich.edu">amycohn@umich.edu</a>  Center Ph. #: 734.763.0799
<b>Center for Socially Engaged Design (CSED)</b>	<p>CSED empowers practitioners and students with perspectives and skills needed to design effective</p>	<a href="https://csed.engin.umich.edu/">https://csed.engin.umich.edu/</a>	Shanna Daly Co-Founder <a href="mailto:rdaly@umich.edu">rdaly@umich.edu</a>

<b>(UM College of Engineering)</b>	<p>interventions (technological and otherwise) that are good for the world.</p> <p>Offerings include:</p> <ul style="list-style-type: none"> <li>• Providing faculty classroom materials/lectures/workshops/activities to support students designing “socially-good</li> <li>• Interventions</li> <li>• Online learning</li> <li>• Consultations</li> <li>• A prototyping lab, and more</li> </ul>		<p>Center Ph. #: 734.764.5298</p>
<b>Engaged Learning Office through the UM School of Information</b>	<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><a href="https://www.si.umich.edu/outcomes/engaged-learning-outcomes">https://www.si.umich.edu/outcomes/engaged-learning-outcomes</a></p>	<p><a href="mailto:umsi.client.engagement@umich.edu">umsi.client.engagement@umich.edu</a></p> <p>Alissa Talley-Pixley Associate Director of Engaged Learning Office <a href="mailto:alissat@umich.edu">alissat@umich.edu</a> 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 <u>client in their courses</u>.</p> <p>General Ph. #: 734.615.1624</p>

			Center Ph. #: 734.615.1624
<b>Fast Forward Medical Innovation (FFMI)</b>	<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 sooner where they can impact patients.</p> <p>Offerings include:</p> <ul style="list-style-type: none"> <li>• Educational resources</li> <li>• Commercialization education programs and training</li> <li>• <i>fast</i>PACE is a 4-week biomedical innovation and commercialization course designed for life science innovators with an early-stage project.</li> <li>• Aikens Innovation Academy at the Frankel CVC Institute</li> <li>• Funding and mentorship</li> <li>• Investments in biomedical startup companies with U-M licensed IP in</li> </ul>	<a href="https://innovation.medicine.umich.edu/">https://innovation.medicine.umich.edu/</a>	<p>Jon Servoss Director of Commercialization Education <a href="mailto:servossj@umich.edu">servossj@umich.edu</a></p> <p>Contact them for a Consultation <a href="https://innovation.medicine.umich.edu/funding-mentorship/idea-consultation/">https://innovation.medicine.umich.edu/funding-mentorship/idea-consultation/</a></p> <p>Center Ph. #: 734.615.5060</p>

	<p>therapeutics, devices, diagnostics, or health IT</p> <ul style="list-style-type: none"> <li>• Building relationships between U-M biomedical researchers and corporate partners/foundations</li> </ul>		
<p><b>Healthcare Innovation Impact Pathway (HiIP)</b> <b>UM School of Nursing</b></p>	<p>HiIP is a suite of healthcare innovation support and engagement services at the UM School of Nursing dedicated to empowering innovation to create impactful improvement in healthcare delivery</p> <p>Services include:</p> <ul style="list-style-type: none"> <li>• Consulting</li> <li>• Mentoring/Advising/Coaching</li> <li>• Education/Training</li> <li>• Hands-on project support</li> <li>• Connectivity to UM/Other Innovation Resources</li> <li>• Innovation Fellowships</li> <li>• Student engagement in innovation, and more</li> </ul>		<p>Olga Yakusheva Director <a href="mailto:yakush@med.umich.edu">yakush@med.umich.edu</a></p> <p>Ann Fitzsimons Innovation Portfolio and Engagement Specialist <a href="mailto:amfitz@med.umich.edu">amfitz@med.umich.edu</a> 248.592.9390</p>
<p><b>i-Corps (Midwest I-Corps™ Node)</b> <b>(College of Engineering Center for Entrepreneurship)</b></p>	<p>The Midwest I-Corps™ Node aims to spur innovation, collaboration, and economic impact in the Midwest. This alliance of several Midwest universities forms a network that educates, supports, and connects academic researchers to the entrepreneurial ecosystem across the region</p>	<p><a href="https://www.midwesticorps.org/">https://www.midwesticorps.org/</a></p>	<p>Email to: <a href="mailto:midwesticorps@umich.edu">midwesticorps@umich.edu</a></p> <p>or fill out their Contact Us page: <a href="https://www.midwesticorps.org/contact-us/">https://www.midwesticorps.org/contact-us/</a></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"> <li>• Skills training</li> <li>• Access to network and its resources</li> <li>• One-on-one mentoring</li> <li>• Funding support, and more</li> </ul> <p>The Midwest I-Corps™ Node is housed at UM but partners with Purdue, Illinois, and the University of Toledo</p>		
<p><b>Office of Technology Transfer (OTT)</b></p>	<p>OTT 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"> <li>• Research on the opportunity</li> <li>• Invention Disclosure Reports</li> <li>• Market Analysis</li> <li>• IP Protection</li> <li>• Customer Discovery</li> <li>• Prospect Identification</li> <li>• Licensing agreements, and more</li> </ul>	<p><a href="https://techtransfer.umich.edu/">https://techtransfer.umich.edu/</a></p>	<p>Drew Bennett Associate Director <a href="mailto:andbenne@umich.edu">andbenne@umich.edu</a></p> <p>OTT Ph. #: 734.763.0614</p>

<b>UM School of Public Health</b>	<p>The School of Public Health offers instructional design-consultant resources for:</p> <ul style="list-style-type: none"> <li>• Course design</li> <li>• Development of innovative websites, apps, etc. (if aligned with their mission)</li> <li>• Instructional services/training on practices, use of technology, and emerging methods for teaching/learning (which can apply to innovations)</li> </ul>	<p><a href="https://sph.umich.edu/instructional-services/instructional-design.html">https://sph.umich.edu/instructional-services/instructional-design.html</a></p>	<p><a href="https://sph.umich.edu/instructional-services/training.html">https://sph.umich.edu/instructional-services/training.html</a> (See one-on-one consultations on this page to set up an appointment)</p> <p>General Ph. #: 734.764.5425</p>
<b>Zell Lurie Institute (UM Ross School or Business)</b>	<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: <a href="https://zli.umich.edu/">https://zli.umich.edu/</a></p> <p>Workshops: <a href="https://zli.umich.edu/education/startup-workshops">https://zli.umich.edu/education/startup-workshops</a></p>	<p>Sarika Gupta Managing Director <a href="mailto:sarikag@umich.edu">sarikag@umich.edu</a> 734.615.4422</p> <p>General information Ph. #: 734.615.4419</p>



## Innovation/Entrepreneurial Online Videos on Innovation-Related Topics

### Videos

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#### Center for Entrepreneurship

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

##### **Building a Business 101 Series**

<https://www.midwesticorps.org/resources/>

This video series discusses key issues relative to building a business including:

- Building a Business Case
- Ecosystem Mapping
- Customer Discovery Basics

##### **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://umich.catalog.instructure.com/browse/csed/>

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:

- Startup Branding

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- 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

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### ZLI Start-up Workshops

<https://zli.umich.edu/education/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*

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#### **Center for Academic Innovation (AI)**

<https://ai.umich.edu/>

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.

#### **Business Engagement Center**

<https://bec.umich.edu/>

The Business Engagement will provide counsel to help facilitate industry partnerships and research funding for an innovation/product/program.

#### **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/>

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)

<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)

Marge Calarco, [mcalarco@med.umich.edu](mailto:mcalarco@med.umich.edu)

Ann Fitzsimons, [amfitz@med.umich.edu](mailto: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 Tech Transfer (OTT)

<https://techtransfer.umich.edu/>

Tech Transfer 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 Drew Bennett ([andbenne@umich.edu](mailto:andbenne@umich.edu)) to determine what resources OTT has to offer and what the Next Steps may be for the idea.

## School of Public Health

<https://sph.umich.edu/instructional-services/instructional-design.html> (webpage on this resource)

<https://sph.umich.edu/instructional-services/instructional-services-contact.html> (link to contact them to schedule a one-on-one consultation)

The School of Public Health offers instructional design consults whereby they collaborate with faculty to create high-quality instruction aligned in learning goals. Instructional design can be helpful when needing input on content, layout, format, how to create modules, etc., when working on an educational curriculum or an innovative side project like a website, app, etc.

## 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.