



Executive Summary

Focusing on ways to advance Ohio's innovation economy, leaders from state government, industry and higher education crafted a strategic roadmap exhorting that "enhancing the state's ability to promote and market its collective intellectual property, technology assets and research strengths and activities could play a major facilitating role in connecting Ohio institutions of higher education with potential industry partners/clients and advancing technology transfer and commercialization across the state" [Sixth Report on the Condition of Higher Education in Ohio (2013)]. Taking on a key challenge of this seminal report, the Ohio Department of Higher Education (ODHE) spearheaded the development of the **Ohio Innovation Exchange**, a multi-institutional initiative focused ultimately on growing the state's ecosystem of cross-sector innovations and knowledge translation.

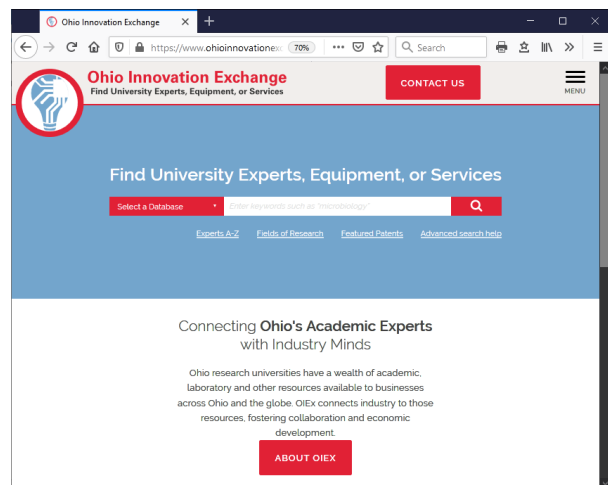
The Ohio Innovation Exchange (OIEx) is a collaborative data-sharing framework and information system sponsored and funded by ODHE. Focused on enhancing the visibility of and access to information about university expertise, OIEx provides a centralized, easily searchable web portal designed to connect academic researchers with businesses and industry. Launched in October 2018, the OIEx portal provides information about more than 11,000 profiled faculty and over 1,000 resources from six of Ohio's universities through a single, open website. Featuring faculty experts, research support services, advanced university equipment and technologies, as well as Ohio's research and innovation news, the Ohio Innovation Exchange is an industry-sought solution that meets a real need for university talent and resources. OIEx enables business, industry, and academic visitors to find, connect and collaborate.

From research partnerships, intellectual property and technology licensing opportunities, to business development and student internships, OIEx has been positioned to foster economic development and intellectual advancement across Ohio and the globe.

THE OHIO INNOVATION EXCHANGE
Connecting Ohio's Academic Experts with Industry Minds



<https://www.ohioinnovationexchange.org/>



THE OHIO INNOVATION EXCHANGE
Overview



<https://youtu.be/DeTSvLctpeA>



FREQUENTLY ASKED QUESTIONS/TALKING POINTS

Resource to Inform Internal University Messaging

1. What is the Ohio Innovation Exchange (OIEx) and how does it benefit both industry and academia?

The Ohio Innovation Exchange was launched by the Ohio Department of Higher Education (ODHE) in 2018 to make it easier for businesses and industry groups to access specific expertise and resources from Ohio universities. OIEx provides a powerful, centralized web portal with access to faculty experts, state-of-the-art university equipment and research support services, in the fields of biomedical, natural and physical sciences; engineering; technology; and mathematics. Previously, people searching for these resources would have to comb through multiple university websites and directories, which could be time-consuming and frustrating. While the original driver was access for industry, OIEx is also an important networking resource for faculty looking for potential collaborations with other researchers in Ohio. OIEx provides an efficient way for business, industry and universities to find, connect and collaborate.

2. What universities are currently participating in OIEx?

Guided by senior research and technology officials, OIEx is a collaboration of Ohio universities that provides easier access to faculty experts, institutional equipment and research services.

Partner universities include:

- University of Akron
- Case Western Reserve University
- University of Cincinnati
- Cleveland State University
- Ohio University
- The Ohio State University

The goal of ODHE and state officials remains focused on positioning OIEx as a resource for showcasing all Ohio universities.

3. What information is accessible through OIEx?

Honoring our universities' commitment to data privacy, OIEx provides access to information already accessible in the public domain related to biomedical, natural and physical sciences; engineering; technology; and mathematics. The OIEx web portal displays three key categories of information, provided centrally by each university's Office of Information Technology (OIT), guided by its Office of Research and approved by university leadership:

University Directory Information

Faculty directory information (*i.e.*, name, title, department, college) sourced by OIT available through each university's publicly accessible people directory.

Faculty Publications, Grants and Intellectual Property

Representative publications of featured faculty, pulled in dynamically from third-party databases (*e.g.*, PubMed, Web of Science, CiNii, *etc.*) and cross-matched to faculty profiles by OIEx's technologies, serve



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as a rich source of data used by the OIEx search engine and a proxy to faculty research interests and disciplines of expertise. Grants data are dynamically sourced from 600+ worldwide public and private funders, while information detailing patents is drawn from the national patent offices of 11 countries (e.g., US, UK, Canada, Australia, Germany, etc.).

Shareable University Equipment, Technologies and Research Services

Information detailing institutional resources, technologies and intellectual properties (*i.e.*, facilities, equipment and instrumentation) provided by the participating university's Office of Research that are available for industry and research collaborations on a no-cost or fee-for-service basis.

As noted in the following record count table, OIEx provides access to rich data sets from the partner schools.

INSTITUTION	PROFILES	PUBLICATIONS	GRANTS	PATENTS	FEATURED PAT.	EQUIPMENT
University of Akron	70	5,580	253	-	62	302
Case Western Reserve University	3,286	143,344	4,338	5,344	380	63
University of Cincinnati	2,577	69,857	2,147	1,702	122	288
Cleveland State University	275	4,506	204	211	28	-
Ohio Supercomputer Center	15	91	10	-	-	3
Ohio University	563	14,551	556	1,229	119	110
Ohio State University	4,247	224,013	5,183	4,597	247	240
GRAND TOTALS	11,033	461,942	12,691	13,083	958	1,006

4. Are faculty required to participate? What are the expectations?

While faculty are not required to participate, there are numerous benefits associated with involvement in the OIEx initiative. University leadership is committed to the shared inter-institutional vision, goals and strategy realized in the Ohio Innovation Exchange. OIEx promotes university research activities, faculty and resources to a larger industry base, making it easier for businesses to find and partner with the state's leading researchers. By enhancing faculty visibility, OIEx introduces new paths for research funding and creates opportunities for collaboration outside of the traditional university setting.

For faculty who are receptive, responsive and willing to engage industry executives and entrepreneurs looking to develop the next "big idea," having an OIEx profile is ideal. University research collaborators, experts and resources are often difficult to find for those outside of academia. OIEx helps to overcome some of these traditional barriers.

In the event that faculty are not willing to share their information in the system, they may choose to opt-out and can use the embedded "Contact us" form to explain their concerns.

5. Will inquiries be triaged, managed or routed by someone at the participating university? Or are visitors to OIEx able to contact faculty directly?

If they wish, visitors can contact faculty directly through their university email, which is listed in their profile. Campus address and phone numbers are not published in OIEx.

Some visitors to the site may not know whom they should contact for their particular needs or may have questions about the resources that the individual universities offer. In this case, visitors can use an embedded contact form that routes their inquiry to the OIEx Industry Liaison team, a group of industry



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engagement specialists assigned by each OIEx partner university. The team ensures that industry requests are triaged properly and promptly to relevant faculty, research centers and labs.

Once an inquiry is received and triaged through the Industry Liaisons, an email is sent from Connect@OhioInnovationExchange.org to the appropriate faculty or staff with details of the inquiry and the offer of assistance. The faculty member, their team and department will work directly with the business or industry group and other university partners to assess interest, scope of work and project details. The OIEx Industry Liaisons will continue to be available to facilitate communication when necessary.

6. How can OIEx promote university/industry collaboration on projects?

Connecting industry with faculty and other university resources, OIEx introduces new pathways for collaboration outside of the traditional university setting. OIEx provides an additional channel for faculty members to raise the visibility of their work, promote its relevance and explore new channels of application.

OIEx showcases university and industry collaborations through a series of featured case studies detailing how cross-sector partners worked together to solve a roadblock or problem, leading to a solution, discovery or a new product. Case studies and STEM research stories will also be promoted through multiple marketing channels such as social media, brochures and email campaigns.

7. Who sponsors and supports OIEx?

The Ohio Department of Higher Education (ODHE) is the primary sponsor of OIEx, accompanied by strong industry support through the Ohio Manufacturing Institute. ODHE coordinates higher education in Ohio under the direction of its Chancellor, a member of the Governor of Ohio's cabinet. The Chancellor provides policy guidance to the Governor and the Ohio General Assembly and carries out state higher education policy.

Leveraging Ohio's sustained investment in statewide technology infrastructure organizations, the data and technology underpinnings of OIEx are supported by the Ohio Technology Consortium (OH-TECH), an umbrella organization that includes the Ohio Academic Resources Network (OARnet), the Ohio Supercomputer Center (OSC), and the Ohio Library and Information Network (OhioLINK). OH-TECH acts as the OIEx broker for institutional asset data, provides leadership for the project, supports the intake of critical and relevant data from Ohio's institutions and supports the secure user profiles.

8. What is the long-term vision for the Ohio Innovation Exchange?

The vision for OIEx is to enhance access to information and strengthen human networking across sectors — universities, business, government and economic development agencies — to seed partnerships for researchers, expand workforce opportunities for students and foster economic development for industry sectors. In May 2020, a collaborative proposal garnered funds from the *Ohio Frontier Research Incentive Fund* to advance the evolving efforts of OIEx.



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Proposal Authors	<u>Principal Investigator</u> Timothy J. Cain, PhD <i>Associate Professor; HCOM</i> <i>Associate Scientist; Office of VPR</i> Ohio University	<u>Co-Investigator</u> Jeffrey T. Agnoli, MA <i>Senior Training & Development Specialist</i> <i>Office of Research</i> The Ohio State University	
Proposal Title	Accelerating System Capabilities of the Ohio Innovation Exchange to Advance Discovery, Bolster Commerce, and Catalyze Connections		
Executive Summary	<p>At its core, the Ohio Innovation Exchange (OIEx) is a data-sharing framework and information system that affords greater visibility of and access by industry stakeholders to academic talent and at universities across Ohio. The purpose of the OIEx is to facilitate collaborative research between Ohio’s institutions of higher education and industry partners to promote the State’s industry, commerce and business development.</p> <p>The increasing visibility of OIEx as a statewide resource calls for viable strategies to accelerate developmental enhancements to the portal and its supporting human network of professionals. To promote a broader adoption and richer engagement with OIEx across the spectrum of its users, this proposal details strategies and solutions that will be implemented to: [AIM I] improve the OIEx Web experience by designing and deploying functionality enhancements of the portal; [AIM II] grow participating university awareness, adoption, and support by leveraging our academic libraries; and [AIM III] grow Ohio industry awareness and use of OIEx.</p> <p>The three specific aims detailed herein will greatly enhance the existing system capabilities of OIEx by targeting the following deliverables: I) a richer OIEx Web experience that improves searching and collaboration by users; II) a communications and training materials toolkit for academic libraries that can be customized for adoption and use; and III) an activity-based outreach and customer relationship management plan and a subscription model feasibility study to lay the framework for sustainability of OIEx through a variety “for pay” scenarios.</p> <p>Successful completion of this project will enable OIEx to meet its goals of: (i) accelerating access to needed information and strengthening human networking cross-ties across sectors — universities, business, government and economic development agencies; and (ii) creating catalysts that seed partnerships for researchers, expanding workforce opportunities for students, and fostering economic development for industry sectors. Recognized widely among our peers, the OIEx is clearly building bridges to innovation and commercialization.</p>		
Proposal Date	October 3, 2019	Award Date	May 3, 2020
Awarded Amount	\$396,000	Sponsor	Ohio Dept of Higher Education



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9. For more information about the Ohio Innovation Exchange:

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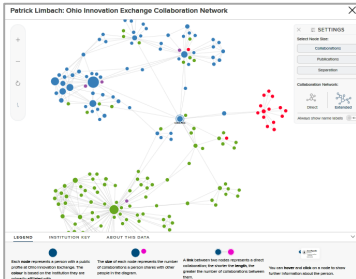
COMING
AUTUMN 2020

EXCITING NEW USER EXPERIENCE

RICH NEW FEATURES AND FUNCTIONALITY



Network of Ohio collaborators



Profile YouTube media



Custom expertise tags



Grant funding now included



Mobile-friendly experience



User-friendly profile addresses