



STATE UNIVERSITY
SYSTEM *of* FLORIDA
Board of Governors

Florida Chamber – October 12, 2010
2010 Future of Florida Forum: “Evolve or Die”
Orlando, Fla.

Chancellor Frank T. Brogan
on the
New Florida Initiative

2010 New Florida Initiative

- \$12M
*“down
payment”*

- *Start better
tracking of
cumulative
“ROI”*

- *“Javelin tip” of
economic sea
change*

Three categories of funding for 2010:

1. State University Research
Commercialization Assistance
Grants

\$2 million – announced

2. Scholars Boost Grant Winners

3. Clustering Grant Winners

\$10 million – to be announced in Nov.



Commercialization from State Universities



- **Gatorade**

- One of the most recognizable brands in the world.
- Developed by University of Florida researchers in the mid-1960s to help athletes replace the fluids and electrolytes lost in sweat during physical exertion.
- Now owned by PepsiCo, available in 30 flavors. Sold in 80+ countries with billions of dollars in annual sales.



Commercialization from State Universities

- **Gossamer Wind Series**

- Realizes energy efficiency and comfort potential of ceiling fans.
- 500K sold in U.S. to date.
- Special fan blade design uses approx. half the electricity of conventional ceiling fans, keeping rooms equally comfortable with a 2-4 °F higher A/C setting.
- Sold in Home Depot in several models, or buy on-line.
- Energy STAR efficiency rating.
- These models have a temp-based remote control.



Commercialization from State Universities



- **Mobili-T Rover**

- The “dance chair,” a wheelchair that allows people who can't walk to dance.
- Developed and patented by a dance teacher, then a student-formed company from the USF engineering college – Rehab Ideas: www.rehabideas.com
- Winner of a 2010 State University Research Commercialization Assistance Grant.



Commercialization from State Universities

- **GeoAge**

- Developer/supplier of mobile-data collection software, mapping, and workforce productivity systems.
- Multiple patents.



“Fully compatible with mobile hand-held devices, GeoAge technology moves at the pace of today's global business: real time.”

www.geoage.com



www.flbog.edu/new_florida

Commercialization from State Universities



THE FLORIDA STATE UNIVERSITY

- **Taxol**

- Drug to fight breast and ovarian cancers.
- Utilized globally.

www.research.fsu.edu/techtransfer/



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Commercialization from State Universities



- **NovaMin**

- Substance that, when added to toothpaste and other oral healthcare products, strengthens and whitens teeth.
- Desensitizes teeth and kills bacteria that causes gum disease.
- Recently acquired by UK-based pharmaceutical giant GlaxoSmithKline (owners of Aquafresh and Sensodyne) for \$135 million.



BP Oil Spill Response & Recovery

1. Oil Spill Academic Task Force

<http://oilspill.fsu.edu/index.php>

2. Florida Institute of Oceanography, a System-wide asset linked to USF

<http://www.marine.usf.edu/fio/>

3. Gulf of Mexico Alliance

<http://gulfofmexicoalliance.org/>

The screenshot shows the website for the State of Florida Oil Spill Academic Task Force. The header features the text "STATE OF FLORIDA Oil Spill Academic Task Force". Below the header, there is a "Navigate:" section with a list of links: "OSATF Home Page", "Ongoing Research Projects", "WRO Sampling", "FIO Visual Schedule", "Ecological Impacts", "Economic Implications", "Legal Issues", "Multimedia Images", "USF/USF Links", and "OSATF Contacts". To the right of the navigation is a "Partner Institutions" list including: "Island College", "Florida Agricultural and Mechanical University", "Florida Atlantic University", "Florida Gulf Coast University", "Florida Institute of Technology", "Florida International University", "Florida State University", "Jacksonville University", "Mote Marine Laboratory", "New College of Florida", "Nova Southeastern University", "St. Johns River State College", "University of Central Florida", "University of Florida", "University of Miami", "University of North Florida", and "University of South Florida".

Below the navigation is a "Search" box with the text "OSATF Expert Finder Database" and "Search". To the right of the search box is a "See turtles rescued from oil spill released in Southwest Florida" section with a photo of a person holding a turtle. Below this is a "In The News..." section with several news snippets, including "State Institute Oil Spill 'Bridges' Loan Program for Florida's Handle Counties (Business Wire, 2/27/10)", "NOAA seabird sampling and tagging priorities for federal oil spill response (2/27/10)", "Scientists research oil spill effects on sharks (Tampa Tribune, 2/17/10)", "Scientists monitor oil spill response for bird (Sarasota Herald-Tribune.com, 2/12/10)", and "Scientists find thick layer of oil on the sea floor (UPR.org, 2/10/10)".

At the bottom of the page, there is a "Public/July 9-11, 2011 Gulf of Mexico Oil Spill Conference in St. Petersburg, Florida" section with a logo for "GULF OF MEXICO OIL SPILL" and the text "A CONFERENCE ON LESSONS LEARNED CHARTING OUR FUTURE". Below this is a "Disclaimer: The products presented on this and related OSATF Oil Spill Response web pages are only for research purposes and should only be used for research guidance, not operational decisions."



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