Learn how your company can take advantage of the i6 Challenge Grant

Date: Thursday, April 18, 2013
Location: Radisson Hotel, 200 Second Street South, La Crosse
Room: Wisconsin 1
Time: 1.30-3.00pm

Overview: The CDR was awarded an i6 grant for a proposal to EDA known as the Wisconsin Innovates for Success Proof of Concept Center (WINS-POCC). (http://www.commerce.gov/news/press-releases/2012/09/19/obama-administration-announces-winners-i6-challenge-competition-promo). The WINS-POCC will lead a public/private partnership to facilitate/foster ideas between technical & business partners from the State, higher education, not-for-profit organizations, export groups, & trade associations representing the dairy industry. The WINS-POCC will identify up to 20 internal dairy technology based concepts with direct commercial applications, that when commercialized, will have positive economic impact in Wisconsin and the U.S.

The three primary areas for commercialization are:
1. New products developed to meet the needs of Asian markets with a goal of the U.S. becoming the #1 exporter of cheese to this region;
2. Conversion of all cheese by-products into valued-added nutritious ingredients to grow U.S. whey exports
3. Good tasting, healthier cheese/dairy alternatives for school menus

Grant Components

• A Commercialization Manager will be hired by WINS-POCC to coordinate teams and deliverables for each concept selected for commercialization. For companies commercializing a concept, this grant will help with costs of prototype work, and the company could be eligible for WEDC match dollars (see below).
• WINS-POCC will develop a comprehensive portfolio of technologies, research concepts, and product IP, available for commercialization. The portfolio document will be circulated to companies/entrepreneurs at showcase events/meetings.
• A new Dairy Business Innovation portal will be created to receive ideas and help innovators through the innovation/commercialization process. UW Office of Corporate Relations will support this effort and will build on their successful innovation portal (http://www.ocr.wisc.edu/) which provides access to their existing UW resources on legal, business planning, entrepreneurship, starting a business, mentoring, etc. We will incorporate dairy business innovation aspects, dairy technical & regulatory support options, listing of dairy consultants, etc. Innovative concepts will be submitted through the portal and reviewed for novelty, feasibility (technical & business), potential market size, and potential economic impact.
• A standard for dairy business development/innovation strategy will evolve based on lessons learned during implementation of the i6 Award. Protocols will be documented for continuing/future use.
• WMMB is providing access to its consumer/market databases as a match to this grant.

Company Support from Wisconsin Economic Development Corporation (WEDC) Match. The WEDC has provided to the WINS-POCC a total of $200,000 to provide assistance for 10-15 companies to support business facility investments necessary to commercialize technologies or products. Applications from companies eligible for WEDC Match funds will be evaluated by a WINS-POCC Evaluation Committee. Proposals will be evaluated using the following criteria:

1. Wisconsin based dairy food or beverage company
2. Uniqueness and viability of the technology and/or product
3. Size and potential of the opportunity for revenue impact
4. Strength of the development team as a partner
5. Level of commitment from the commercialization partner
6. Potential to expand the base of the dairy processing sector

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