<table>
<thead>
<tr>
<th>Trending: University Startups</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>35%</strong></td>
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<tr>
<td>10-yr increase in licensing</td>
</tr>
<tr>
<td><strong>7/10</strong></td>
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<td>University startups are based in the state of their incubating institution</td>
</tr>
</tbody>
</table>
**Good for the Institution**: Nationally, faculty founders...

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>29%</td>
<td>More productive than collaborators</td>
</tr>
<tr>
<td>26%</td>
<td>Increase in publications after firm founding</td>
</tr>
<tr>
<td>&gt;25%</td>
<td>Increase in citations after firm founding</td>
</tr>
<tr>
<td>40%</td>
<td>Increase in odds of commercialization (vs. license)</td>
</tr>
<tr>
<td>1.3X</td>
<td>Increase in odds (vs. large co's) of commercializing newest science</td>
</tr>
<tr>
<td>12X</td>
<td>More likely to be among highest cited in their field</td>
</tr>
</tbody>
</table>

**Sources:**
Geographic Distribution of UK Alumni

• 264,873 UK Alumni currently living in the U.S.
  • 166,196 (63%) UK Alumni currently residing in the state of Kentucky
  • Fayette and Jefferson Counties have highest numbers of alumni
We All Have Networks of Innovation-experienced Alumni

http://www.uky.edu/Alumni/web/2019/alumnimaps/webmap.gif
So, we needed to build a shared, connected network
we launched XOR in 2018

- Launched Fall 2018
- 2 regionally affiliated networks
- 25 universities
- 71 entrepreneurs
- 56 startups
Then we grew it . . .

# Startups
102

# Universities
46

# Executives
177
Successful Matches
...but we learned a lot about what works
XOR® = Service

- Functions of Service
- Policy
- Standard Operating Procedures
- Resourcing (staff, budget)
- Metrics
- Customer Outreach
- Partner Agreements
Specifically, if we are serious about this, it requires . . .

**Administrative Support**
- Onboarding and Orientation
- Training
- Quick IT Response support
- QC support in profile building

**Recruiting & Matching Support**
- Recruiting new executives
- Qualifying the executives
- Keeping the network engaged
- Startup needs intake
- Brokering connections
- Facilitating match
... and it turns out, Regions are limiting

- Current Platforms
  - Midwest
  - Southeast
- Attempted New Platforms
  - Northeast/Atlantic
  - West
So, we found a partner to help us with that
Growth & Transition Goals

- 1 XOR region, platform and network
- New simplified, user-friendly platform for easier onboarding
- Focus on matching support services
- Recruit more!: Provide more promotion & marketing on a national level
- Open network to all kinds of startup matching needs (mentors, SBIR Pis, etc.)
- Education!: Help TTOs develop recruiting and team building skills
Growth & Transition Timeline

- Building now
- Demos and customer discovery in December
- Launch in January 2021
Questions