

A vertical orange flag with a large, ornate crest in the center. The crest features a red shield with a white 'W' inside, surrounded by a grey border with decorative elements.

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University Degrees and Entrepreneurship – A US Perspective from a US University

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Jon
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Clint
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Brent
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Bek
Khoshimov



Chuan
Chen

Goals

Improvement Student Entrepreneurship

Harness Data to Increase the Prevalence and Success of Entrepreneurship driven by Student and Recent Graduates

Scientific Contribution

Advance Our Understanding of Student Entrepreneurship





Two Types of Academic Entrepreneurship

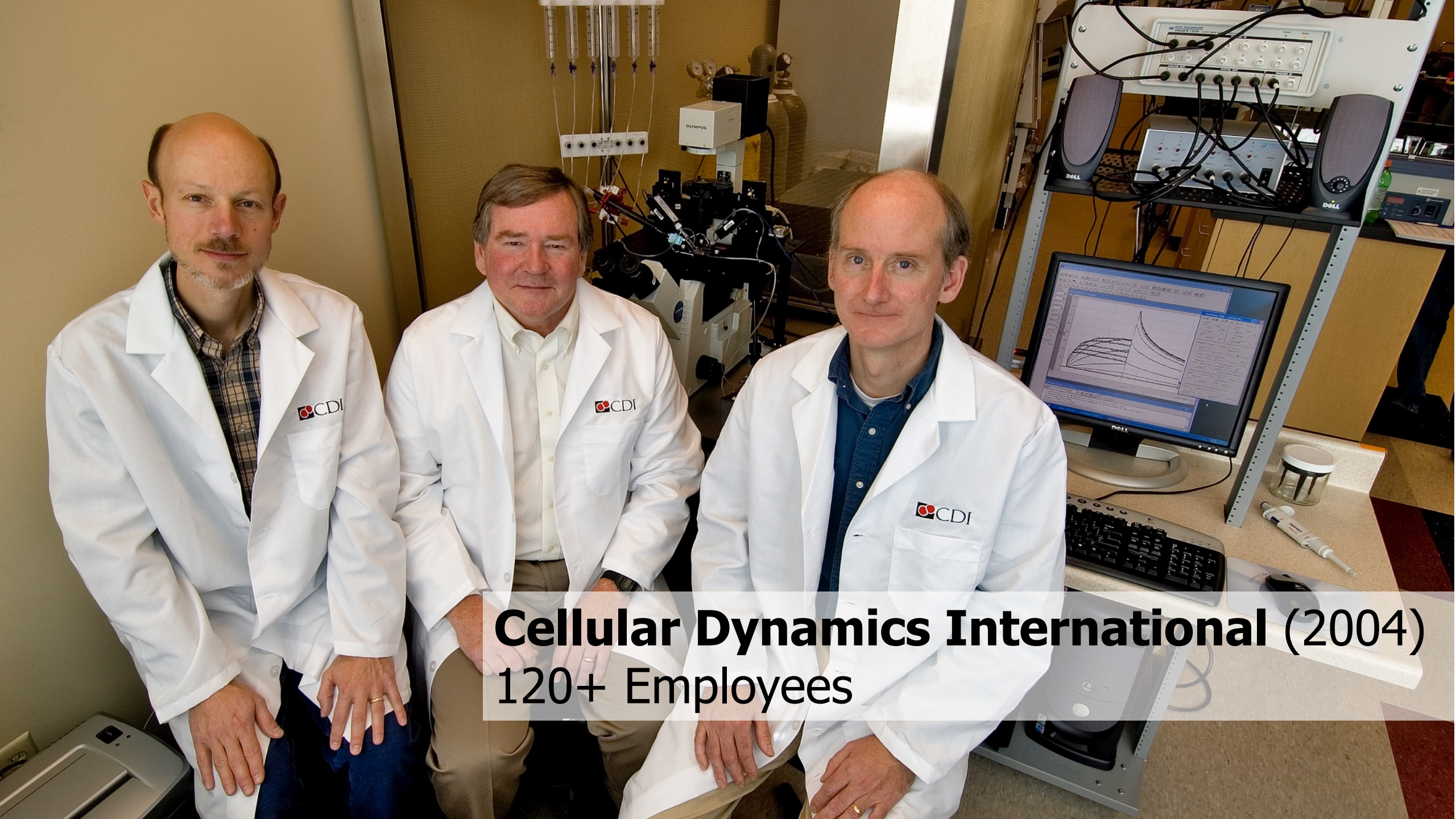
1. Technology Transfer.

Faculty and science driven entrepreneurship

2. Person Driven. Student and recent alumni driven entrepreneurship



Technology Transfer



Cellular Dynamics International (2004)
120+ Employees

AUTM Startups

2015

6

2016

9

2017

10







Person Driven Entrepreneurship

Epic Systems (1979)

10,000+ employees





Technology Transfer vs. Person Driven

5,175

COMPLETED AT LEAST ONE WISCONSIN SCHOOL OF BUSINESS
ENTREPRENEURSHIP COURSE IN THE PAST 3.5 YEARS

143

UNIQUE MAJORS





The UW-Madison Entrepreneurship Study Survey

- UW-Madison Campus
- Three Years
- All Students
- 23,805 Responses
(19,001 unique)
- 21% Response rate

Student Founder of a Company

2015

2016

2017

155

136

173





316 West Washington Avenue



EatStreet (2010)
1,100+ Employees





Abodo, 316 West Washington Avenue



Abodo, 316 West Washington Avenue



Understory, 316 West Washington Avenue

3,128 views | Mar 22, 2018, 10:14am

This Weather Startup Provides Hyperlocal Data To Customers Like Monsanto



Alex Knapp Forbes Staff

[Science](#)

I write about the future of science, technology, and culture.

f

✈

in



RTi weather sensor in Argentina · UNDERSTORY

Student Founders (2015)

STEM	NOT STEM	Undecided
59	72	21



Forming a Company

2015

2016

2017

242

175

263



Want to Join a Startup Team

2015

2016

2017

1,985

1,613

1,937



Currently Work at a Startup

2015

2016

2017

497

427

527



Undergraduate Students

	Do you want to start a company at some point in your career?	Do you want to join a team that is starting a company?	Are currently a founder of operating company?	N
	(Percent "Yes")			
Female	18.88	16.43	0.67	3,134
Male	41.15	34.41	2.31	2,511

Graduate Students

	Do you want to start a company at some point in your career?	Do you want to join a team that is starting a company?	Are currently a founder of operating company?	N
	(Percent "Yes")			
Female	23.58	17.64	2.17	1,247
Male	42.74	31.69	3.84	1,198



Thank you.....

...and Congratulazioni!