

Thursday, February 7, 2008

OU INC announces opening of collaboratory

On Thursday, Feb. 7, Oakland University's SmartZoneSM Business Incubator (OU INC) announced the opening of the OU INC Collaboratory, a unique electronic decision support system environment for group work teams. The OU INC Collaboratory provides an interconnected, end-to-end set of information capabilities, associated processes and personnel for purpose of collecting, processing, storing, disseminating and managing information on demand. Collaboratory sessions foster collaboration, categorization, prioritization and consensus building among work teams.

"The collaboratory will further distinguish OU INC from other business incubators," said OU President Gary Russi. "While the concept of a collaboratory is not new, applying the concept to incubator commercialization and technology transfer is unique to Oakland University."

Interactive Distributed Decision Support System (DDSS) software drives the sharing of information offered by the OU INC Collaboratory. During each collaboratory session, the DDSS collects data from a variety of sources and presents it with the aim of streamlining critical stages of business development, product and/or service commercialization endeavors, and organizational development initiatives.

The DDSS also allows the collaboratory to more effectively integrate OU's intellectual resources by directly interfacing with campus participants. In addition, it provides cohesive coordination of a vast array of resources from the southeast Michigan business, education and finance communities.

"The collaboratory is a place where we can assist entrepreneurs by helping them develop business plans and capital investment contacts as they move forward," said David Spencer, executive director of OU INC. "It's a tremendous opportunity to participate in new business development in the region, which will enhance economic development throughout Oakland County."

Rochester Hills Mayor Bryan Barnett said, "I am proud to have this resource in our community. The OU INC Collaboratory is state of the art, and the staff is very professional and knowledgeable."

OU INC, in cooperation with the City of Rochester Hills and Oakland County, is one of the twelve SmartZoneSM members working in partnership with the Michigan Economic Development Corporation to develop a statewide network of university-supported technology parks. For more information, visit the **OU INC** Web site or call (248) 648-4800.

SUMMARY

On Thursday, Feb. 7, Oakland University's SmartZoneSM Business Incubator (OU INC) announced the opening of the OU INC Collaboratory, a unique electronic decision support system environment for group work teams. Collaboratory sessions foster collaboration, categorization, prioritization and consensus building among work teams.

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