

President Russi

Great Lakes Interchange Launch

*May 2, 2006*

*Dr. Gary Russi, president*

As you've heard expressed so well by the speakers before me, the Great Lakes Interchange is an exciting way to market and brand the geographical region of the Oakland County/Automation Alley SmartZone.

Oakland University is proud to be a partner and we are looking forward to the economic growth and assistance it will bring to new businesses.

We are also looking forward to opportunities for our faculty and students to provide technology and applied research assistance to companies looking to locate within the Great Lakes Interchange.

Oakland is a university more than 17,000 students strong.

We offer 114 baccalaureate programs and 87 graduate degree and certificate programs through our College of Arts and Sciences and five professional schools, including Business Administration, Education and Human Services, Engineering and Computer Science, Health Sciences and Nursing.

We are doing our part to help emerging businesses flourish, as well as existing businesses spin-off and commercialize new intellectual property.

A couple weeks ago we officially opened the Oakland University Incubator, or "OU INC" for short.

Led by Executive Director David Spencer and housed in the Shotwell-Gustafson Pavilion on our campus, the incubator seeks to support the successful development of new entrepreneurial ventures.

Through the incubator, OU will involve faculty, students, our research centers and corporate partners to assist with applied research, technology development, commercialization collaborations and business incubation.

Tenants and clients will have access and assistance from OU faculty involved in research through our centers and institutes, including the:

- Fastening & Joining Research Institute
- Product Development & Manufacturing Center
- Center for Robotics & Advanced Automation
- Center for Biomedical Research

- Pawley Institute for Lean Learning
- Eye Research Institute
- Center for Executive & Continuing Education

As we help our communities build thriving, sustainable businesses, we are helping to retain jobs as well as create new jobs to build a stronger Michigan economy.

To date we have two tenants in the incubator, one imminent and several others that we are considering.

Some incubators across the country specialize in only one business sector, but OU INC is characterized as a mixed-use incubator with emphasis in the technological areas of:

- Biotechnology and life sciences
- Information technology
- Alternative energy
- Manufacturing and advanced manufacturing, and
- Homeland defense and security

The OU SmartZone Business Incubator is targeting four specific client audiences:

Start up and emerging companies who will be tenants,  
Affiliate member clients that will not be tenants but will directly benefit from commercialization services provided by the incubator,  
Existing Michigan businesses that want to grow and spin off new intellectual property, and  
International companies that want to spin off new intellectual property in Michigan.

We would be happy to host a visit and discussions in areas of mutual interest.

Feel free to contact David Spencer at the OU Incubator, and he will be pleased to provide further information and assistance.