

Driving Innovation



UCCSC 2016

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JOURNEY

REVELATION

innovation

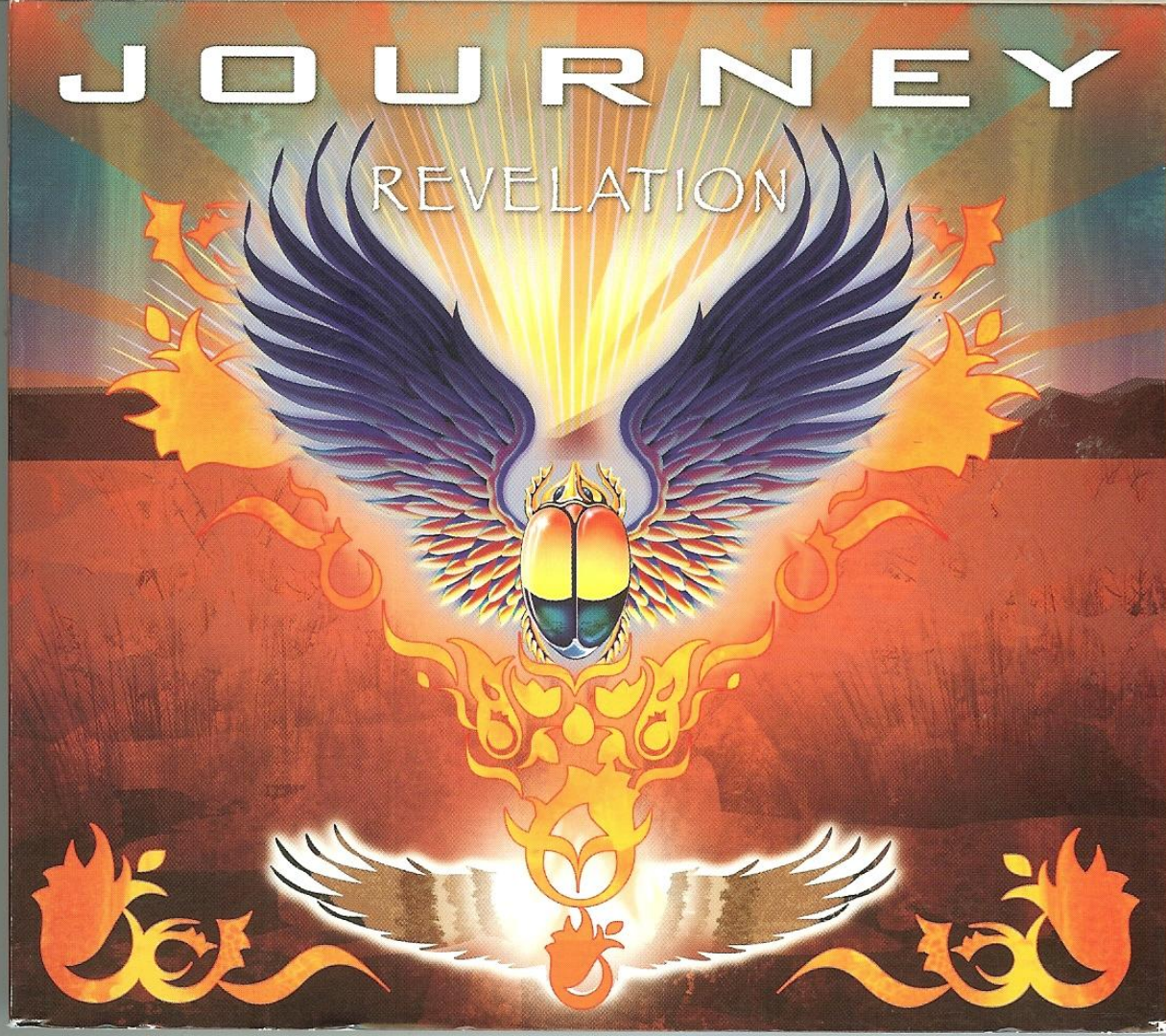
prototype

failure

purpose

collaborate

questions





TRENDING UC-WIDE PROJECTS



TOTAL PROJECTS
13

RANK	VOTES
1. IT Staff & Community Development, Mentorship...	16
2. SSO User Interface	7
3. Financial Aid Estimator Libraries	2
4. NeXt Ideation Platform	12
5. Shopping Sheet	1

MORE PROJECTS

TRENDING UC-WIDE IDEAS

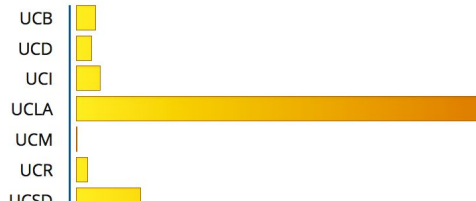


TOTAL IDEAS
17

RANK	VOTES
1. Uberize IT resources	20
2. Streamline ability of UC IT to contribute to Ope...	7
3. Localize UC Next for Individual Campuses, Medi...	6
4. Systemwide Tech Talks	13

MORE IDEAS

ENGAGEMENT METER



UC NEXT NEWS



UC Next Retweeted

UCLACode4theMission @CodeforMission
 FREE Pizza:(Tues 4/5) Code for the Mission App Competition, Math Sciences rm 5628
 #codeformission #UCLA @StartupUCLA

innovation

noun | in·no·va·tion | \,i-nə-'vā-shən\

Simple Definition of INNOVATION

Popularity: Top 1% of lookups

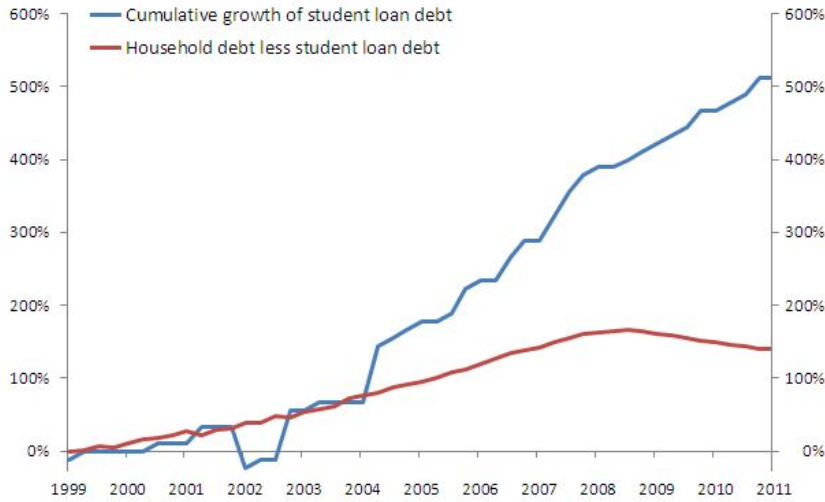
: a new idea, device, or method

: the act or process of introducing new ideas, devices, or methods

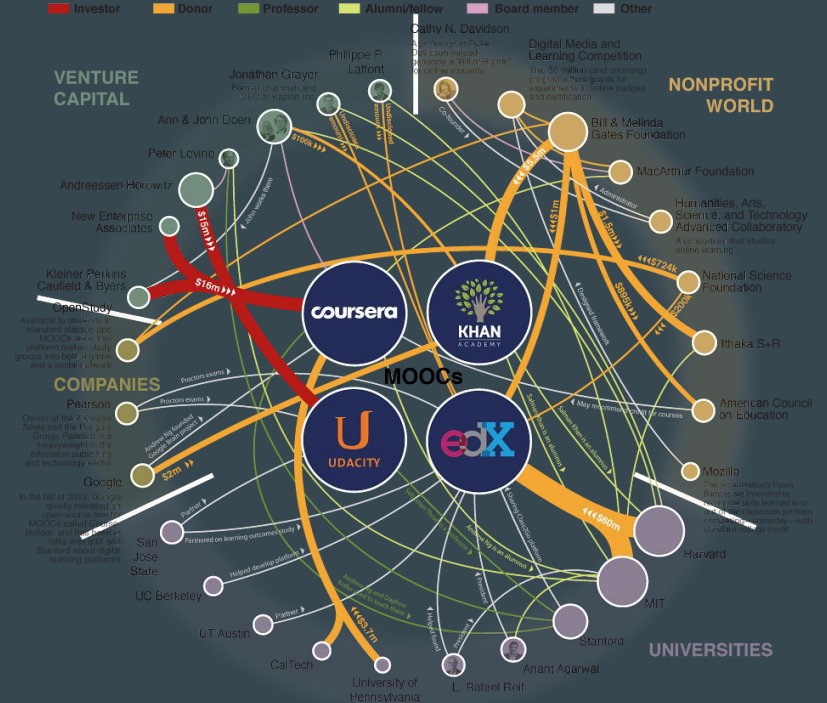
Source: Merriam-Webster's Learner's Dictionary

Disruption in Higher Education

Cumulative student debt growth since 1999



Source: Federal Reserve Bank of New York



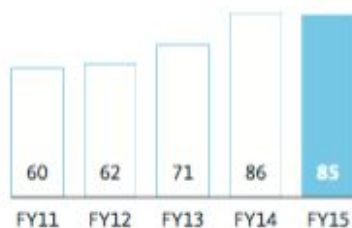
Adapt!

Startups

Royalty and fees

Top-earning inventions

STARTUP COMPANIES FORMED



PATENT ROYALTY AND FEE INCOME
(in millions)



□ Extraordinary Income*
□ Ordinary Royalty and Fee Income
* Extraordinary income includes income from the prepayment of future royalty income in FY11 and income from legal settlements in FY12.

INVENTIONS FY15 (Campus, Year Disclosed)

ROYALTY & FEE INCOME
(in thousands)

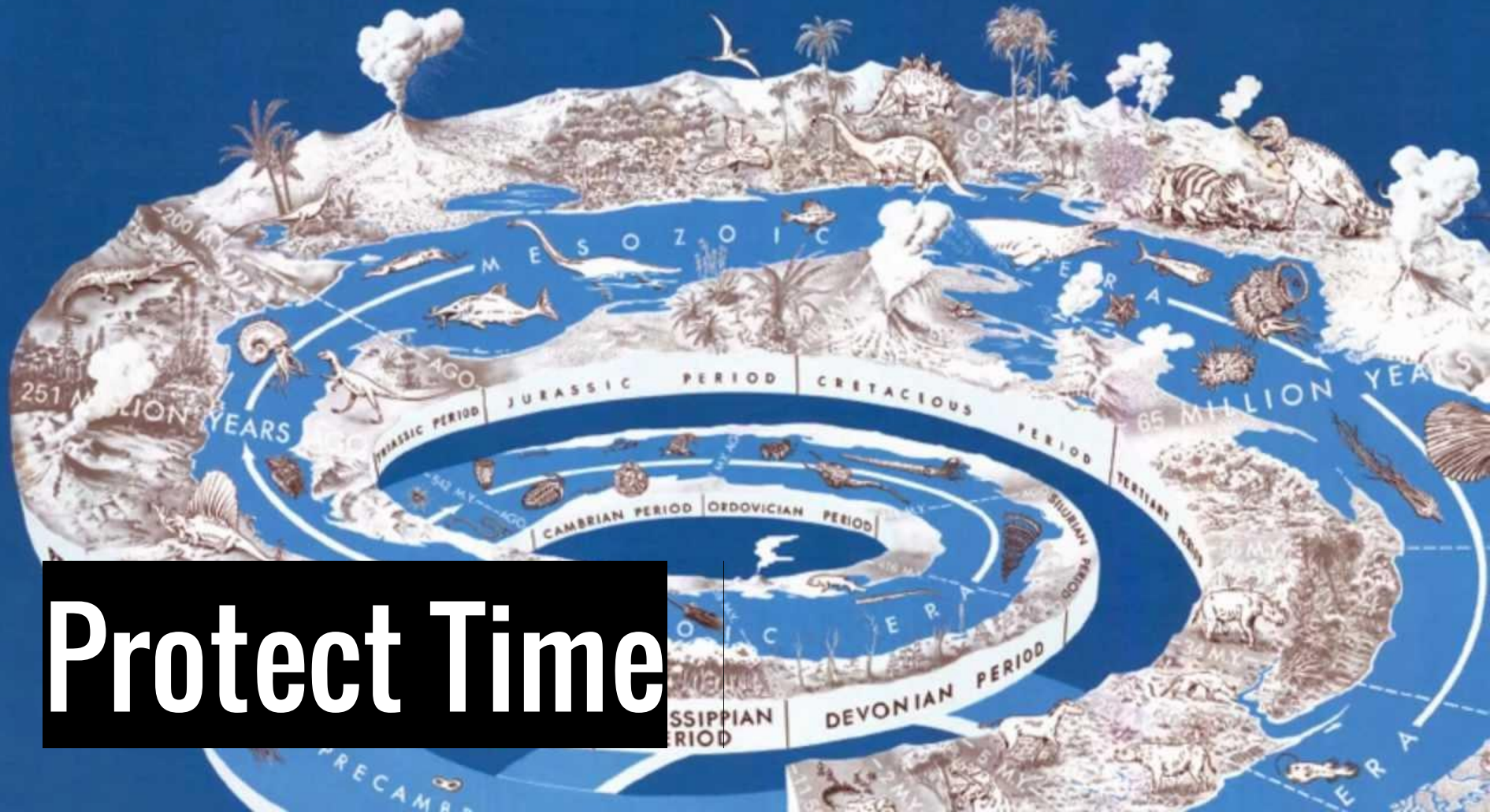
Prostate Cancer Drug (LA, 2003, 2004, 2005, 2006 & 2007)	\$65,513
Ablation Device for the Treatment of Atrial Fibrillation (SF, 1979 & 1998)	\$19,518
Hepatitis B Vaccine (SF, 1979 & 1981)	\$10,080
Bovine Growth Hormone (SF, 1980)	\$6,697
EGF Receptor Antibodies (SD, 1983)	\$4,943
Subtotal (Top 5 Inventions)	\$106,751
Nephropathic Cystinosis Treatment (SD, 2006)	\$4,280
Chromosome Painting (LLNL, 1985, 1989 & 1995)	\$3,121
Tango Mandarin (RV, 2005)	\$2,504
San Andreas Strawberry (DA, 2008)	\$2,458
Firefly Luciferase (SD, 1984)	\$2,358

OK.
**So, you have a
great idea!**

*and people to help
make it happen*

NOW WHAT?

—



Protect Time

Minimum Viable Product (MVP)

aka, Perfect is the Enemy of Good

- A minimum viable product is not always a smaller/cheaper version of your final product
- Think about cheap hacks to test the goal



Credit: Steve Blank

I have \$100,000 Prize, can we launch in a month?

- Donor
- Prize Money
- What is the Minimally Viable Product?
 - How do we get to LAUNCH

Get Operational... and GET to a LAUNCH!

- Figure out the “MUST haves”
- Think about priorities
- Master the Logistical Dependencies

Code for the Mission ...was Born !

- 3 Annual Tracks
- 47 Teams of Students, Faculty and Staff
- Grand Challenges track
- **TEAM UP WITH THE CHANCELLOR TRACK**

The screenshot shows the homepage of the 'Code for the Mission' website. At the top left is the 'UCLA' logo. The main header features the 'CODE for the MISSION' logo, with 'CODE' in a stylized font where the 'O' is a smartphone icon. A 'LOGIN' button is in the top right corner. Below the header is a navigation menu with links for 'Contest', 'My Project', 'Project Board', 'Details', 'News', 'Resources', 'Judging Panel', and 'Sponsors'. The main content area is divided into several sections. On the left, there is a banner for 'TEAM UP WITH CHANCELLOR GENE BLOCK' featuring the UCLA seal. In the center, a yellow box says '3RD ANNUAL' above the text '2016 App Competition'. On the right, there is a box for the 'UCLA Depression Grand Challenge Mental Health Category App or App Design' with icons of a lightbulb, a person, and a smartphone. Below these is a pink 'Register Today' button. The bottom section is divided into three colored boxes representing the tracks: 'TRACK 1 EDUCATION' (purple) with the subtext 'Inspiring Women in STEM' and icons of a flask, gears, and pi; 'TRACK 2 RESEARCH' (green) with the subtext 'mHealth Sensors, Wearables, Data Dashboards' and icons of a smartwatch, a smartphone, and various data symbols; and 'TRACK 3 SERVICE' (orange) with the subtext 'Promoting Community Engagement and Civil Discourse' and icons of a megaphone, a person, a handshake, a plant, a document, a globe, and a bench.

THE ART OF THE MVP

- NOT a minimal product
- My custom.

Steve Blank, Lean Startup

TRY FAIL SUCCESS



Word to the wise... Call it a “pilot” ...



Chair of the ITPB was quite sure that if we built it “they **WOULD** come...”

2 Years, lots of work, only a handful of faculty had “ANY” interest...

Make sure you **SHARE** these outcomes, can save you time later !!!!

Fail Count

<http://for.tn/1UbWYSm>



COLLABORATION

I'M SMARTER THAN YOU ARE AND YOU'RE
REALLY JUST SLOWING ME DOWN.

Concern for Substance

High
Moderate
Low

Defeat

*Be a winner
at any cost*

Collaborate

*Creatively problem
solve so both
parties win*

Compromise

Split the difference

*Take what-
ever you can get*

*Build friendly
relationships*

Withdraw

Accommodate

Low

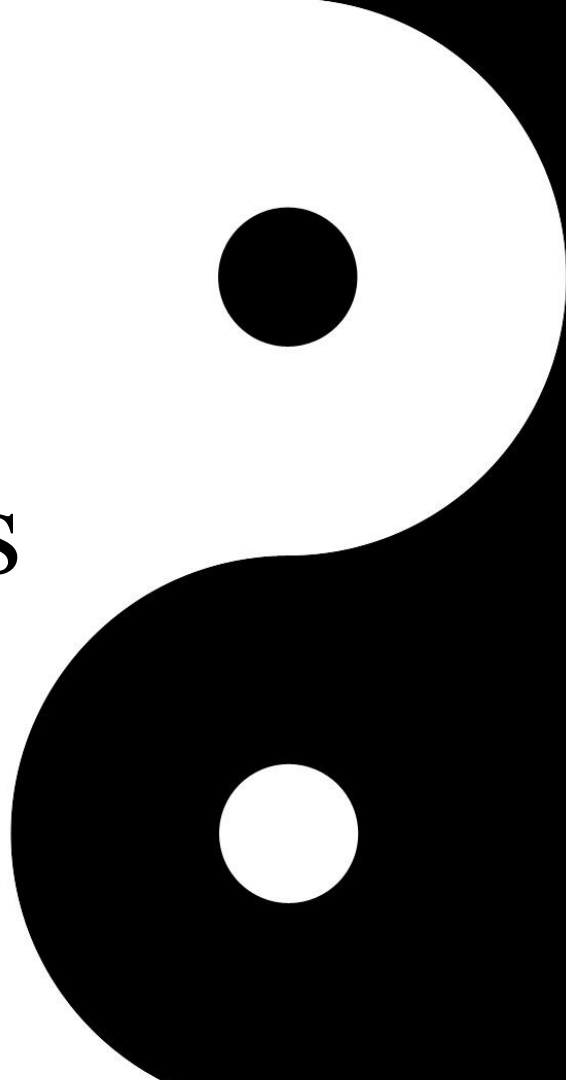
Moderate

High

Concern for Relationship

Beware the culture trap

Process



Agile

Driving Innovation

Protect Time

Prototype

Fail

Collaborate

Questions?