Thinking Bigger & Acting Faster
Purdue is a Collective Noun
Purdue Moves: Plant Sciences

- $20m investment attracted $40m more
- Agronomy Center for Research & Education (ACRE)
- Indiana Corn & Soybean Innovation Center
- Controlled Environment Phenotyping Facility
- Ag-Celerator (2–3 awards per year)
- ASPIRE (Ag-Soy Product) summer paid internship

https://www.purdue.edu/purduemoves/initiatives/research/plantScience.php
Purdue Foundry is an expert resource that trains innovators to transform their groundbreaking ideas into world-changing companies.

We remove barriers and accelerate growth by connecting innovators to community, expertise, and resources.
Ecosystem Strengths

- Life Sciences
- Chemistry
- Aerospace
- IoT
- SaaS
- Ag Tech
Recent Exits

**DATTUS (IIoT)** acquired by Plex Systems

**Spensa (AgIoT)** acquired by DTN

**Prosolia DESI (mass spec)** acquired by Waters

**Endocyte (radiopharmaceuticals)** acquired by Novartis for $2.1b
Companies Formed: Current State

Unearth
Develop & ID Potential IP

Shape
Define Problem & Structure

Launch
Product/Market Fit

Scale
Talent & Capital Connections

Inventors

Founders

<10 Staff

30

Firestarter I-Corps

Accelerate Year

10+ Staff

89

15

FIF II

Dead
No activity

3

Goal
IPO M&A ARR

Dead
No activity

88

Future Forums

FOCUS ON PAYING CUSTOMERS (finding and securing them)
Discovery Park District
Purpose-Driven 400 Acres
Wabash Heartland Innovation Network
10 county IoT test bed (Ag + Adv Mfg)
As Is

• Launch Focused
• Inventor-Led
• Steady Simmer
• Limited Investing
• Establish the Core

Will Be

• Launch + Build
• Team-Led
• White Hot Centers
• Robust Investing
• Leverage Networks
# Accelerate Year

## Evaluation Criteria Formula:
- High growth potential
- Team full-time attention and coachable
- Proof of concept, MVP, and/or Version 1.0
- Grants, outside investors, and/or customers

## Evaluation Committee
- Reps from every step of Life Cycle
- Select industry/investors/founders

<table>
<thead>
<tr>
<th>Firestarter</th>
<th>Purdue Ventures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apply</td>
<td></td>
</tr>
<tr>
<td>Team</td>
<td></td>
</tr>
<tr>
<td>30 days</td>
<td></td>
</tr>
<tr>
<td>Pitch</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Launch Team 30 days</th>
<th>1st Four Months</th>
<th>2nd Four Months</th>
<th>3rd Four Months</th>
<th>Pitch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No vesting</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No payment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Team presents plan for approval and milestone reviews. Can draw from SME contractors, prototyping resources, and other targeted resources TBD

## Guide/Sherpa
- Case Manager/Generalist
Interested? Contact me.

Scott Henderson
swhenderson@prf.org
@scottyhendo