

Change! In Georgia.

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Why do institutes and universities need to grow?

- Modernize scientific skills
- International cooperation
- Competitiveness in Global knowledge economies
- Create high-tech jobs for Georgia
- Keep and attract younger scientists
- Establish institute self-reliance

Re-establish the excellence of Georgia's science in the world!

In order to GROW, one needs to CHANGE.

Change can be frightening, but in today's globally competitive world change is necessary!

In order to change, you need new DNA:

Desire – a need to change

New vision – an acceptable place to go

Action steps – a way to get to the new vision

***It's time for your university & institute to grow!
Experience the new you, with your new DNA!***

Such Change is important
enough to justify investing in
yourself!

What do you need to do to
change?

What do your scientists and
educators need to do change?

What do you need to do in order to Change?

- **Create a vision** for your institute: Put it on paper!
- **Share your Vision** with everyone in the institute or university.
- Use your **unique skills** to implement the new Vision
- **Share the Rewards** with your staff.

You, your scientists, and your institutes and universities will all benefit!

You Need Other Sources of Funding for your Institute

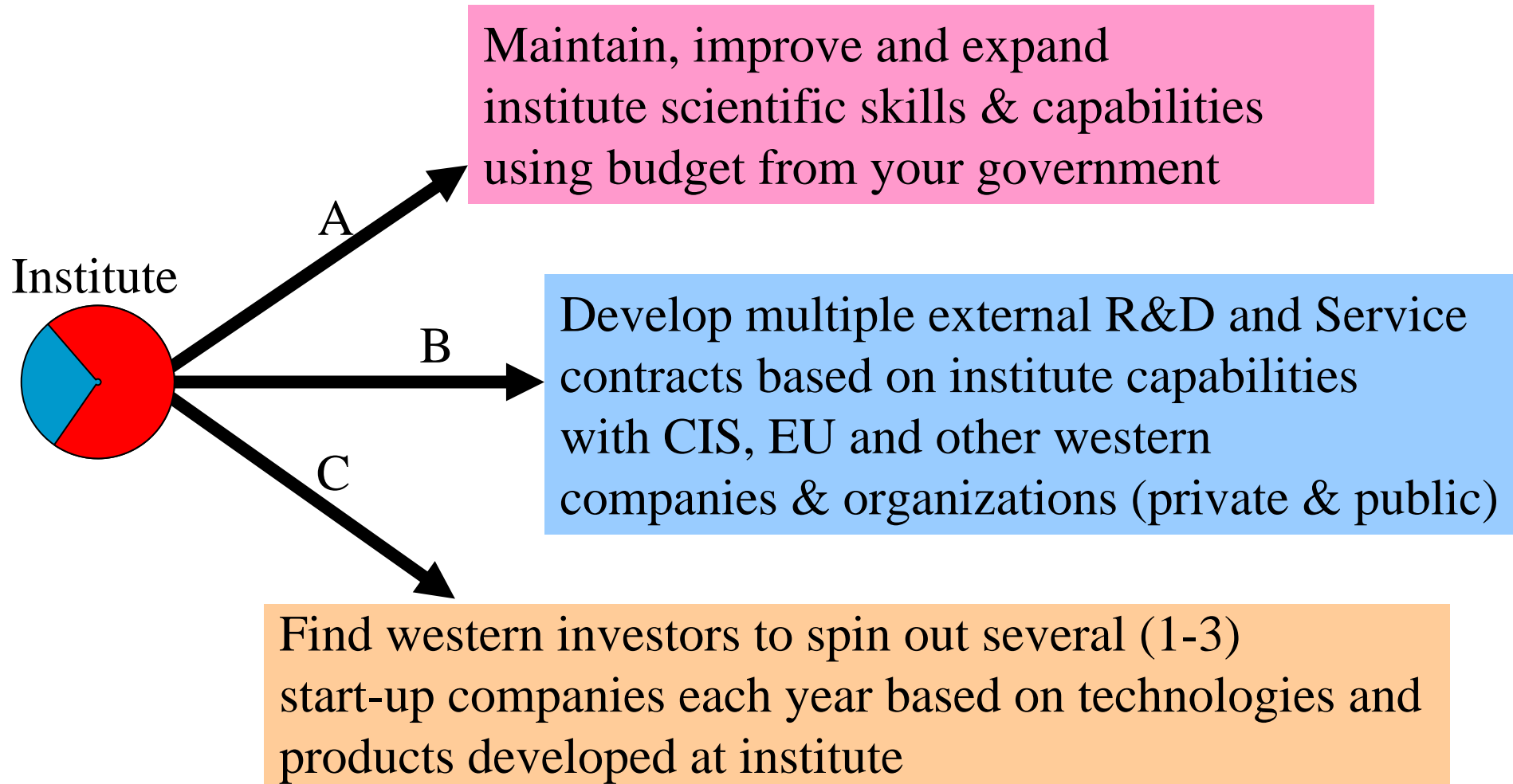
- You cannot pursue a bigger Vision for your institute on the budget you have now.
- You have to find other revenue streams.
- Let's look where you can find other sources of funding.

How an Institute Can Grow Itself

- A. Build your base with Government funds
- B. Find international and Georgian industrial and government funding partners to modernize
- C. Spin out your own companies

***Move away from the grant culture and
join the competitive marketplace!***

A-B-C Growth Strategy for Institutes



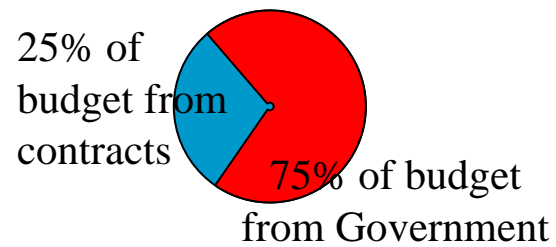
Specifically:

1. **Get Partner projects**
 2. **Spin out companies**
- Go from an institute that has 90% government funding budget,
 - To an institute that has 50% from government, and 50% from outside revenue sources.

Grow your outside funding from Partners

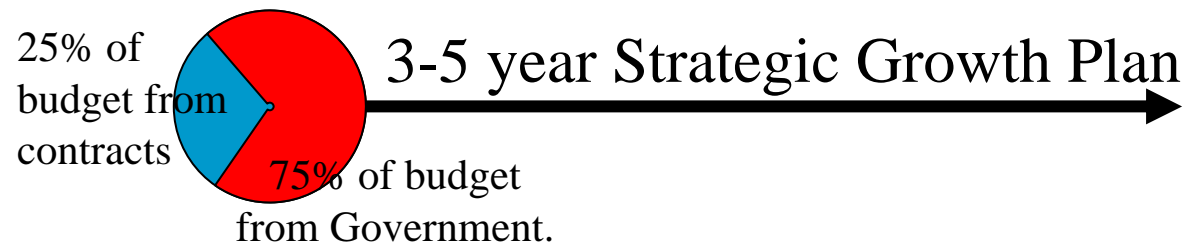
Institute Today with Budget of 1M euros – an Example

Institute Today
(budget is ~1M euros)

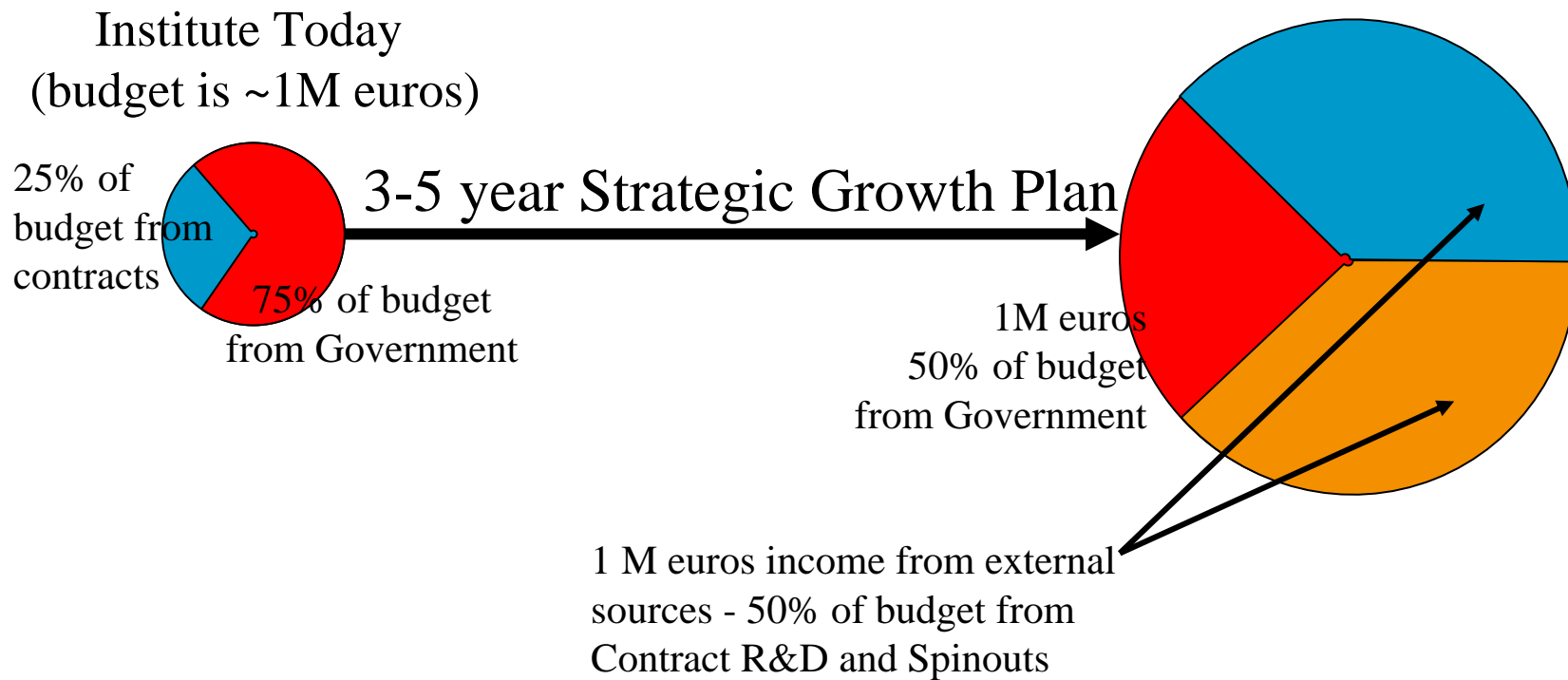


Develop & Implement Strategic Growth Plan

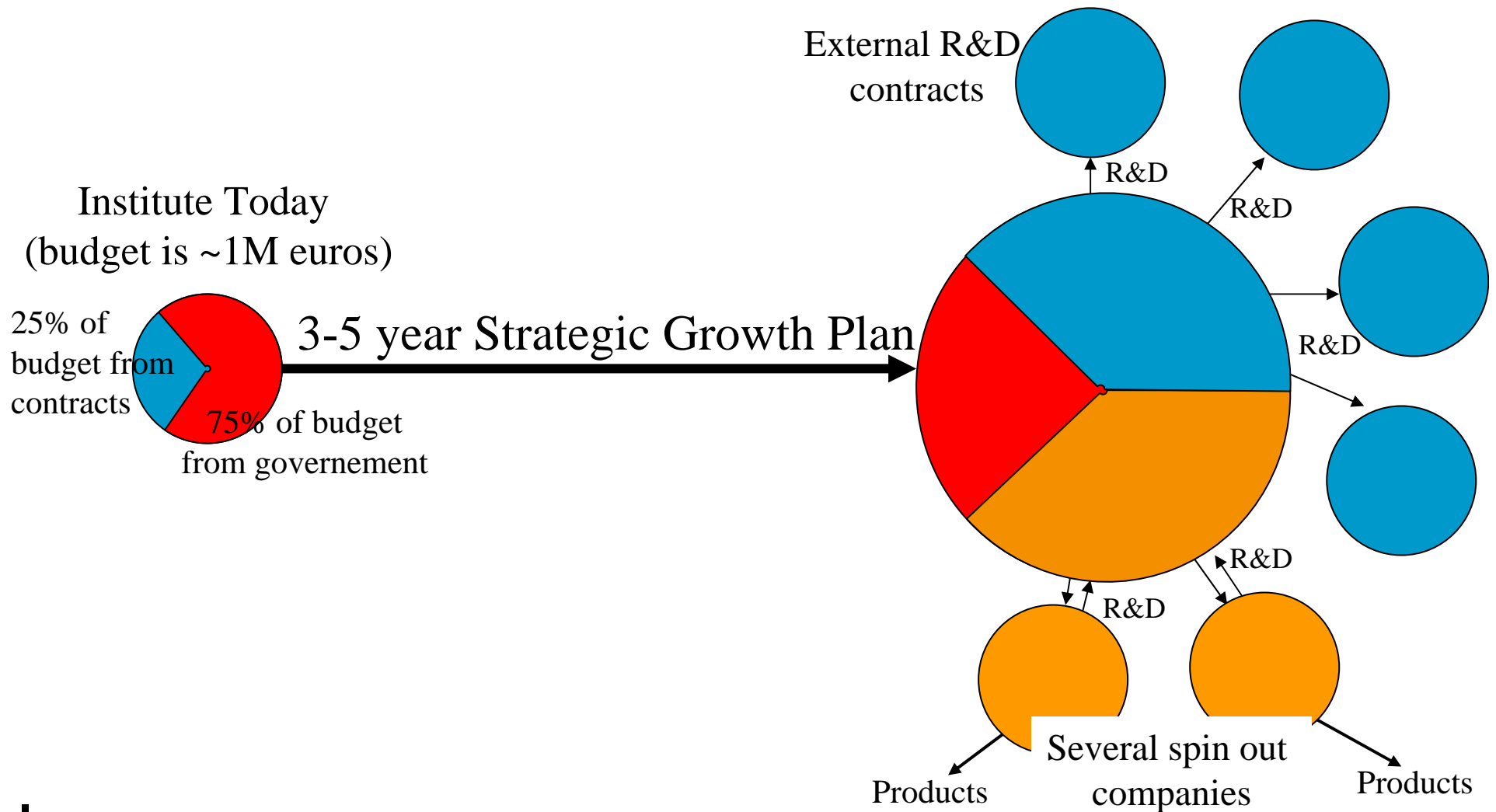
Institute Today
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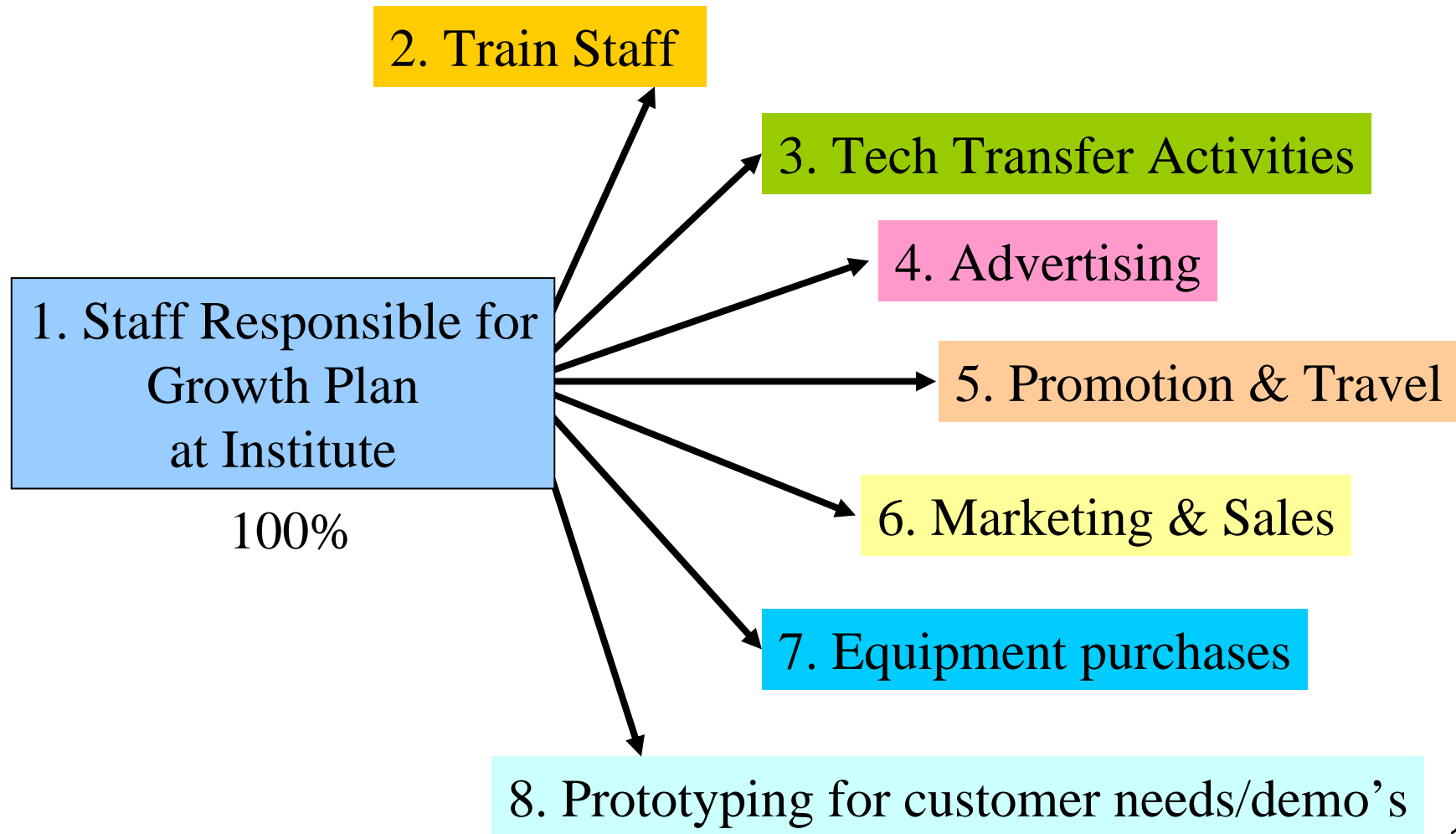
Implement Strategy to Grow Institute from 1M euros to 4M euros in 3-5 years



Promote R&D Partner Projects + Spin Out Companies that Sell Products



8 Key Objectives for Carrying Out Strategic Plan



Create a Growth Culture at Institutes and universities

- Patenting & Licensing
- Starting high tech companies
- Promoting your technologies & innovations
- Market research, business and data base search resources
- Marketing & promotional publications
- Computers and high speed internet
- Prototyping for customers
- Travel to companies & exhibitions

Start with one person, and keep growing!

Growth provides:

- Improved and modernized scientific skills
- International cooperation and collaboration
- Competitiveness in Global knowledge economy
- High-tech jobs in your country
- Keeping younger scientists in Georgia
- Establishing institute self-reliance

***Re-establish Georgia's
science excellence in the world!***

**Let's talk about
what can be done.**

Who started Silicon Valley?

Bill Hewlett and David Packard started HP Hewlett-Packard Company in their garage in 1939.

- They pursued a dream to own their own company,
- Ended up blazing the electronic revolution,
- Unwavering desire to develop innovative and great products!

Stanford University students and professors expanded it.

Today Silicon Valley is the greatest model for entrepreneurship.



Silicon Valley was developed by
innovators,

**Innovators like your country has today but
is not using properly!**

- Did Bill Hewlett and David Packard have problems?
- Of course!
- Was it easy? Absolutely not!

No effort – No rewards!

- They all learned from their mistakes. After a mistake they got up and did it again, with more passion because they believed in what they were doing and in themselves.

I want you to believe in yourselves.

Stop selling what you have!

Start selling marketable needs.

Let me repeat this:

Start selling marketable needs!

Stop talking. Develop a vision and start working forward in that direction.

Start doing!!!


Developing the Four Pillars for Georgia's Education & Science

Science
excellence at
institutes,
universities, and
research
laboratories

Transfer of
scientific
results into
marketable
products

Commercial-
ization of
scientific
innovations

Creation of
High Tech
jobs for your
scientists and
your young
people



**Change through
Strategic Growth for Georgia
is in your hands.
Use your **Talents** wisely.**

**Strategic Growth is a
joint activity with
scientists, educators and
the government.**

**Work together to
overcome all obstacles !**

**Georgia must
change in order
to break out of
the past!**

