

WHERE WE ARE





A LETTER FROM THE

DIRECTOR

As the Director of the Office of Technology Management, it is my pleasure to welcome you to our annual report, a reflection of our collective efforts and achievements over the past year. Our department has been at the forefront of innovation, navigating the challenges and embracing the opportunities that come with managing intellectual property assets in a dynamic academic environment.



We've hosted a series of events that fostered engagement and knowledge sharing among our staff, faculty, and external stakeholders. From the annual pig picking with researchers, to the SBA Roadshow, to MCITy open house events, the OTM team has been active in meeting MSU innovators wherever and whenever possible. These events have been pivotal in showcasing MSU's commitment to excellence and OTM's dedication to fostering an environment where technology serves as a catalyst for research advancement, innovation, and entrepreneurship.

We are dedicated to customer service excellence. We've implemented new systems and processes that have streamlined operations, enhanced user experience, and provided valuable insights that have informed our strategic decisions.

As we look back on the year, we are filled with pride for what we have accomplished and gratitude for the support and collaboration of our university and external partners. For example, MSU saw an 80% increase in disclosures and a 9% increase in patents filed. We are excited about the future and remain committed to exploring new frontiers in technology management, driving innovation, and supporting the mission of our esteemed institution.

Thank you for your continued trust and partnership. Together, we will continue to achieve great things and set new benchmarks in the realm of technology transfer at MSU. Let us embark on another year of growth, learning, and success.

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John Walters Director, Office of Technology Management

September 2023

One of the highlights of our year was the OTM Pig Pickin, a networking event for researchers hosted at our building in September of 2023. We invited over 200 guests from around the university who got to enjoy some delicious homemade barbecue, learn about MSU's latest innovations, and connect with potential collaborators. A whole hog, smoked to perfection in the ORED parking lot, was accompanied by sides from Moes BBQ and our office favorite- banana pudding. Bringing together researchers and support units was not only a fun lunch, but also helped to strengthen the inter-campus relationships that make our efforts possible. We're looking forward to hosting the 4th annual Pig Pickin' at the start of the 2024-25 academic year this September.

October 2023

October started with the debut of Pitches & Pints at Biscuit Company Vicksburg, featuring 11 business pitches by eight participants. Mid-month, 25 students from Vicksburg and Warren Central toured MSU's MCITy to learn about entrepreneurship. The ppxTEC team received ongoing coaching in the CoBuilders 2023 accelerator. A full calendar of events, including I-Corps sessions, networking, VentureCatalyst Vicksburg, and Startup Coworking days, was established. MSU's cyber security seminar and ERDCWERX's use of additional conference spaces highlighted the continued focus on partnership.

January 2024

The Vicksburg Rotary Club welcomed Tasha Bibb and Ryan Gilbrech to speak about MSU-Vicksburg's offerings. Meanwhile, a workshop by ERDC and ERDCWERX provided small businesses with insights into government contracting, including a special focus on SBIR development by the MCITy team. The month also saw the initiation of the Million Dollar Checklist by three teams and the rollout of a comprehensive schedule of entrepreneurial events for the year.

February 2024

The SBIR Launchpad Workshop on the 7th, which gathered 50 entrepreneurs to learn about federal funding avenues, was the highlight of the month. Experts from various organizations shared their knowledge on SBIR/STTR programs, emphasizing the importance of eligibility and strategic engagement with government agencies. The session concluded with hands-on guidance on developing effective quad charts and elevator pitches.

March 2024

We achieved a milestone with the first company receiving assistance for an AirForce STTR submission and the MSU graduate entrepreneur group engaging in SBIR discussions. The first MCITy Startup Showcase saw seven teams compete, with three emerging as winners. The grand opening of MCITy on March 28 was a significant event attended by state and local dignitaries, including Senator Cindy Hyde-Smith, and featured a technical display with the Holobox in collaboration with the Center for Cyber Education.

April 2024

The SBIR Road Tour was a major event for us, and introduced SBIR and STTR programs collectively known as "America's Seed Fund", to a multitude of researchers from across the state. OTM organized a bus ride for a "field trip" and brought 27 MSU researchers to Jackson State University for the road show. There, they met with federal agency managers, and received feedback for their proposals. The month also saw active participation in the Startup Summit 2024 and promising leads from graduating students for the Million Dollar Checklist and Dawg Tank events. The MCITy Startup Showcase on April 26 provided updates from four teams.

May 2024

May concluded with the DAWG Tank Pitch Competition in Vicksburg, where nine companies vied for \$10,000 in cash prizes. The event mirrored the real investment process seen on Shark Tank and served as a qualifier to the CoBuilders Accelerator program. Those that were recommended to the Innovate MS program were eligible for a 12-week mentorship and investment opportunity for the selected startups. The DAWG Tank's vibrant community atmosphere underscored its role as a stepping stone for success.

Outreach

Beginning in January, the OTM team began a concentrated effort to expand our outreach through social media via a revamped LinkedIn page and improvements to the OTM website. The primary efforts included our weekly Tech Tuesday, patent postings, and active repost activities on LinkedIn. As a result, OTM has seen its followers grow from 131 to 423 and average impressions growing from under 200 to a recent high of over 5,500 in June.

last year's

NUMBERS & STATISTICS

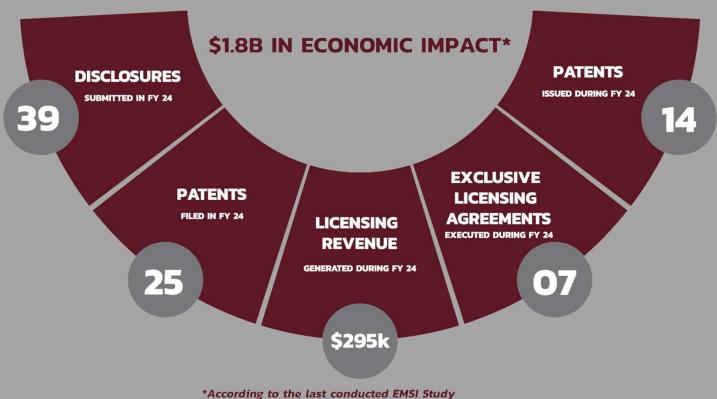
As an outgrowth of the research investments at MSU, OTM saw continued growth in its key performance indicators, notably an 80% increase in disclosures and a 9% increase in patent filings from FY 2023. As the increased research funding drives innovations through the various departments at MSU, we anticipate these growth trends to continue in FY 2025.

In addition, as a partner in research support our office responded to 73 requests to review intellectual property matters from the Office of Sponsored Programs during the first 7 months of calendar year 2024. These reviews included 19 STTR Projects and 16 SBIR projects, and we expect our contributions to continue to increase.

Should you have any questions about our metrics, our programs, or our operations, please do not hesitate to contact us at office@otm.msstate.edu.

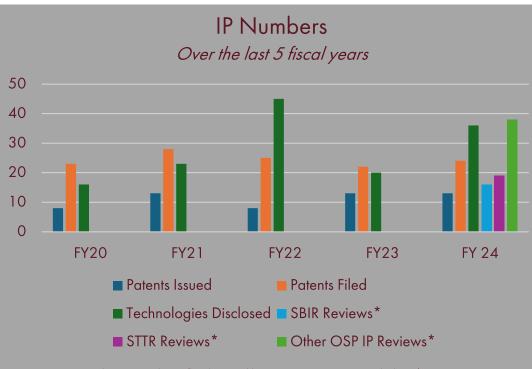


\$319M IN RESEARCH



Last 5 year's

NUMBERS & STATISTICS



^{*} Review numbers reflect the period between January 1 $^{\rm st}$ 2024 and July 19 $^{\rm th}$, 2024

Agreements & Licensing Revenue

Over the last 5 fiscal years



* Including Amended & Restated, Research, Exclusive, Non-exclusive, Sublicense, Research Option, Option - RTA – Nonexclusive Licenses