



CLIENT SUCCESS

The IDEA Center at the University of Notre Dame is responsible for all of the university's startups, intellectual property management, and commercialization. Before implementing GrowthSPORT, the center, which was known as the Technology Transfer Office, was lagging behind other universities in technology disclosures, patents, new startups, and successful exits.

By applying the principles of **SPORT, the IDEA Center at the Univ. of Notre Dame quadrupled its portfolio and raised over \$200m dollars.**

SPORT's principles, led to the following outcomes:

1. **Quadrupled the portfolio of viable startup companies in 5 years.**
2. **Achieved a TVPI of 2x in 3 years.**
3. **Raised over \$200m for new companies.**

To remedy this situation and create a center that was a leader in the university commercialization space, the University created the IDEA Center and brought in new leadership. The leadership team implemented GrowthSPORT to align the activities of the center with the students, faculty, and various colleges and community stakeholders.

The results were amazing. Over a period of 5 years the center went from 6 total startups to over 25 startups PER YEAR. They became the first university to raise an internal venture capital fund of \$22m, which achieved a total value to paid in capital of over 2X in three years. Other achievements included over 1,000 students submitting ideas for development, a 3X of disclosures from faculty, and over \$200m raised for new companies.

