

# CHOOSE ATL

## EXAMPLES OF BUSINESS AND HIGHER EDUCATION PARTNERSHIPS

### Internships and Co-op Programs

Many of the University System of Georgia schools offer internship and co-op programs for students. For example, Georgia Tech offers a co-op program allowing students to alternate between working full time one semester and spending the next semester back in school. This can continue through graduation allowing businesses to gain access to students, train them, and create a talent pipeline to support their needs.

### Corporate Partnerships

Georgia Tech Office of Industry Collaboration  
<http://www.research.gatech.edu/oic>

Georgia Tech has the experience and the infrastructure to tailor a corporate partnership to meet a company's specific needs and expectations in a wide variety of sectors. The Office of Industry Collaboration works with units across campus to seamlessly craft, nurture, and expand an "Institute-to-Corporation" relationship tailored to the needs of the company. Companies also can go straight to the point person for their targeted needs (<http://www.research.gatech.edu/industry-collaboration>).

Georgia Tech Corporate Innovation Centers  
<http://www.gatech.edu/innovation-ecosystem/innovation-centers-and-accelerators>

More than a dozen multinational corporations have innovation centers on or near campus to connect with Georgia Tech's students, research, start-ups, and technology licensing opportunities. Some examples include:

- Keysight Atlanta Software Design Center  
<http://www.news.gatech.edu/2016/05/18/keysight-technologies-coming-technology-square>
- Delta's "The Hangar" Global Innovation Center  
<http://www.news.gatech.edu/2017/05/02/innovation-soars-hangar-tech-square>
- The Home Depot Technology Center  
<http://www.news.gatech.edu/2015/01/22/home-depot-opens-technology-center-georgia-tech>
- UCB Solution Accelerator <http://www.news.gatech.edu/2016/09/23/ucb-opens-innovation-center-tech-square>

- Southern Company Energy Innovation Center  
<https://www.southerncompany.com/innovation/energy-innovation-center.html>
- thyssenkrupp Elevator Americas Research Innovation Center  
<http://thyssenkruppelevator.com/>
- Anthem Innovation Studio <https://www.anthem.com/>
- Emerson "Helix" Innovation Center [http://www.emersonclimate.com/en-us/about\\_us/industry\\_stewardship/pages/the-helix.aspx](http://www.emersonclimate.com/en-us/about_us/industry_stewardship/pages/the-helix.aspx)
- Panasonic Innovation Center <http://pasapic.com/centergy-one.html>
- AT&T Foundry <http://about.att.com/innovation/foundry>
- Siemens Data Analytics & Applications Center  
<http://www.news.gatech.edu/2017/04/20/siemens-opens-innovation-center-tech-square>
- Coca-Cola One Services North America (CONA) Development & Innovation Lab

### Co-location Opportunities

Georgia Tech and the business community have enjoyed great success by co-locating university assets along with private research and development facilities. This proximity of corporate innovation centers, start-up technology companies, academia, and students is made possible through Georgia Tech-led real estate developments.

For the past decade, many businesses have located innovation centers in a Georgia Tech building that was co-developed with a private developer. Known as the Centergy building, it is home to Georgia Tech's incubator called the Advanced Technology Development Center (ATDC). Over a dozen global brands have located innovation centers here. Now that Centergy is at full capacity, Georgia Tech has embarked on a new development with a private developer nearby.

CODA, part of the Georgia Tech campus, is a 770,000-square foot mixed use development under construction. It will have Georgia Tech as its anchor tenant, with the rest of the space leased by data-intensive companies.

<http://codatechsquare.com/building/>

<http://www.ajc.com/business/economy/dallas-based-company-putting-data-center-midtown-georgia-tech/FyCgQx4YI51I9N6DL0UDKJ/>

### Georgia Tech Supply Chain and Logistics Institute

Georgia Tech's Supply Chain and Logistics Institute helped Avon to reduce the cost of picking and restocking orders within the existing layout of their fulfillment area.

<https://www.scl.gatech.edu/node/avon-products-inc-reducing-picking-and-restocking-costs>

### Georgia Tech Convergence Innovation Competition (CIC)

The CIC offers industry partners an unparalleled model to engage with innovative academia. Partners directly collaborate with interdisciplinary teams of Georgia Tech

student entrepreneurs. Categories for the Spring CIC are determined by CIC's industry partners, and the Fall CIC's categories are determined by campus partners.

The partnerships provide students with real life guidance, including exposure to technology and business constraints worth considering, the process of selecting products and platforms for testing and development, and the benefit of final feedback from industry partners during the judging stage. By participating in this process, partners witness the creativity of the brightest Georgia Tech students and receive practical user feedback on product or platforms from student innovators.

#### The New Materials Institute – University of Georgia

The New Materials Institute partners with companies in the development, acceptance and use of materials and waste management practices based on green engineering principles. The goal of the partnership is to accelerate technology translation by interacting with leading researchers in NMI who can help to inform decisions on materials properties and application choices, waste management practices, as well as testing and evaluation.

#### Fintech Lab – Georgia State University

The J. Mack Robinson College of Business' new fintech lab provides an applied, experiential environment in which students, faculty and corporate partners can experiment with the technologies transforming financial services, insurance and real estate. Data analytics, machine learning and blockchain technologies are central components of the lab. Collaborators will use these tools to develop smart contracts, smart markets and automated trading strategies, and then study their potential to positively impact the provision of financial services to businesses and consumers.

<http://robinson.gsu.edu/academic-departments/insight/what-we-do/fintech-lab/>

#### Insight Sprints – Georgia State University

These unique, collaborative engagements provide organizations with the opportunity to gain insight into a big data challenge.

Organizations with exploratory big data projects bring their staff and data together with institute faculty and students to engage in a 3- to 4-week focused effort to understand what is in their data and what can be done with it in the institute's big data lab. Students work in teams on data sprints to find solutions to these real business problems involving data management and applications. The students tackle each project with a company staff member and devise possible solutions.

The objective is to see if specific questions can be answered using the data or if the data may be helpful in other ways.

<http://robinson.gsu.edu/academic-departments/insight/what-we-do/insight-sprints/>

#### Legal Analytics Lab - Georgia State University

A new initiative of the J. Mack Robinson College of Business supported by Georgia State's College of Law is bringing business and legal scholars together with data scientists to analyze millions of litigation filings and outcomes, corporate financial disclosures, patent applications and other legal documents to identify patterns and evaluate how the law operates to predict future outcomes.

Lab faculty, students and corporate partners will use the tools of big data analytics, including text mining, machine learning, image analysis and other methodologies, to produce original research. They also will work with strategic partners, including companies and law firms, to help these organizations uncover predictors within large volumes of data.

<http://robinson.gsu.edu/academic-departments/insight/what-we-do/legal-analytics-lab/>

### Georgia State University/State Farm Public-Private Student Success Partnership

Georgia State University, the model institution for graduating students from widely diverse backgrounds in Atlanta, and State Farm, Georgia's largest insurance company, announced a first-of-its-kind public-private partnership that helps qualified students entering the Decatur campus of Perimeter College have a pathway to a more productive future.

State Farm is providing \$20 million to bring this partnership to life. With \$14.5 million in support, Georgia State's Learning, Income and Family Transformation (LIFT) will bring the university's pioneering data analytics work to students enrolled in two-year degree programs at the university's Decatur campus of Perimeter College. The remaining \$5.5 million will go to non-profits and local schools to provide additional services to help students succeed. This puts the focus for the first time on students at the entry point of their college careers.

"Georgia State and State Farm have the common goal of helping to solve issues important to metro-Atlanta," said State Farm Chairman, President and CEO Michael Tipsord, "and helping students graduate is key to Atlanta's future. Working together creates a stronger workforce and better environment for everyone."

<https://newsroom.statefarm.com/state-farm-gsu-launch-education-assist/#U31rQeh97QFWGHO8.97>

<http://success.students.gsu.edu/state-farm-scholars/>

## Academic Partnerships

### The InVenture Prize at Georgia Tech

The nation's largest undergraduate invention competition was created in 2009 and organized by Georgia Tech. Nicknamed "American Idol for Nerds," the competition brings together undergraduates and recent BS graduates from all academic backgrounds across campus. Partnered with Georgia Public Broadcasting, the InVenture Prize transforms the competition into an electrifying televised competition.

The final round prizes include:

- A cash prize of \$20,000 for first place and \$10,000 for second place.
- A free U.S. patent filing by Georgia Tech's Office of Technology Licensing, valued at approximately \$20,000, for both the first-place and second-place winners.
- A People's Choice Award of \$5,000 selected by online and text voting during the event.
- The 1st place winner of the InVenture Prize will automatically be accepted into the summer cohort of [Flashpoint](#), a Georgia Tech business creation and innovation program. <https://inventureprize.gatech.edu/>

### The ACC InVenture Prize at Georgia Tech

The best entrepreneurs from Duke, Clemson, Boston College, North Carolina, Virginia and other schools in the Atlantic Coast Conference (ACC) come to Georgia Tech to compete against each other for the ACC InVenture Prize innovation competition. The ACC competition began in 2016 and builds on the success of the original InVenture Prize at Georgia Tech. <http://accinventureprize.com/>

### Joint Academic Department – Emory University and Georgia Tech

This joint academic department formally linking private and public institutions is the first of its kind and rated among the best in the world. The Wallace H. Coulter Department of Biomedical Engineering (BME) launched in 1997, and was the organic offspring of earlier collaborations, such as the Emory/Georgia Tech Biomedical Technology Research Center and its seed grant program, which nurtured an expanding faculty interest in collaborative research when it was established in 1987.

The bio-research partnership between Emory University (medicine) and Georgia Tech has produced biomedical discoveries for decades, one of the most dramatic being the recent successful human clinical trial of a microneedle patch for flu vaccines.

<https://www.bme.gatech.edu/>