



OLD DOMINION UNIVERSITY

Future Innovation Hub

Problem

The city needed an Innovation Hub to pool its expertise in uncrewed systems (UAS) to boost the region’s economic growth

The Old Dominion University Institute for Innovation and Entrepreneurship (ODU-IIE) serves as a thought leader, convener, and catalyst for innovation and entrepreneurship initiatives throughout the Commonwealth of Virginia.

Despite the presence of numerous startups, established businesses, and state/federal customers in the Hampton Roads area of Virginia who are interested in emerging technologies such as AI, data analytics, nano tech, and robotics, there was no centralized location where founders could collaborate, share knowledge and challenges, and build successful high-growth companies based on innovative solutions.

Solution

Skylance collaborated with NASA Langley leaders, technology advisors, and industry leaders from across Virginia to create new business models, success metrics, and funding strategies for an innovation hub.

Skylance then worked with local stakeholders, the ODU-IIE, and the local entrepreneurial ecosystem to develop a hub strategy that allows founders to collaborate, share knowledge and challenges, and build successful high-growth companies based on innovative solutions.

To create a new economic engine, Skylance partnered with regional leaders to develop ideas that could unite entrepreneurial activity in the region. The innovation hub required a structured collaboration engine, a strong business model, and metrics to track success. Skylance co-designed an action area with competitive advantages, a sustainable business model, and success metrics.

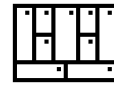
Outcomes



Success Metrics

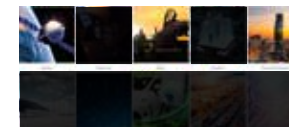


Funding Strategy



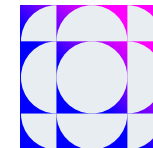
New Business Model

INDUSTRIES

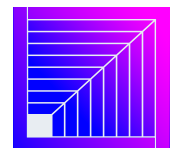


Aerospace
Defense
Higher Education
Economic Development

DOMAINS



Economic
Development



High Growth Strategy