

UpSurge Baltimore is building an engine to propel Baltimore into the top tier of US innovation cities. Their work centers on founders, tech-enabled and national-scale businesses, helping to launch, support, grow and celebrate high-impact startups. UpSurge is also developing strategies to attract new companies, talent and capital to Baltimore.

**We don't envision Baltimore as just the next great tech city, but as the country's first Equitech City.**

We believe that Equitech is a force multiplier on a tech economy - where diversity is a competitive advantage. It's the cultural framework for UpSurge, a lens to attract, align and support startups – not a filter to exclude them. Over time, not only will entrepreneurs and investors around the world look to Baltimore as a launching pad for transformational companies, but more Baltimoreans will see the knowledge economy as a pathway for their own upwardly mobile futures.

## COLLEGES AND UNIVERSITIES ARE CENTRAL TO THE BALTIMORE KNOWLEDGE ECONOMY.

Colleges and Universities are hubs of human capital, knowledge, and expertise. They provide a wealth of resources that startups can tap into with a bit of creative effort. In turn, working with startups can provide students and professors with real world experience and avenues for commercialization. When an innovative and entrepreneurial culture is fostered within universities, it facilitates new industries, companies and products that improve our health, change the way we do business, solve complex problems and enrich our lives.

UpSurge is fortunate to have an enviable base of Baltimore colleges and universities with whom to collaborate. We'd like to connect to the following people and areas within our local higher ed institutions:

- Science and Technology Research Labs or with the individuals responsible for tech transfer or commercialization
- Business and Entrepreneurship professors
- Student entrepreneurs/innovation clubs
- Business professors and students who want to do project work with local startups
- Career Centers
- Academic innovation centers, incubators and accelerators



## HOW CAN COLLEGES AND UNIVERSITIES GET INVOLVED WITH UPSURGE:

- Build pipelines of student entrepreneurs and knowledge workers to bolster the ecosystem.
- Connect UpSurge with faculty-led companies, those developed through university IP, and those emerging through the tech-transfer process.
- Encourage faculty and other experts to serve as advisors to startups, founders and UpSurge.
- Connect UpSurge with campus incubators and entrepreneurship centers to ensure we attend each other's events and highlight each other's activities.
- Connect local entrepreneurs and their teams with academic subject matter experts both within and outside the entrepreneurs' areas of expertise. Think beyond science and technology to areas such as accounting, law, engineering, and business, to name a few.
- Offer a venue where ideas can turn into proven concepts by using technical capabilities such as specialized equipment and the technical expertise not available in the industry, or only available at a prohibitive cost.
- Engage students in capstone courses that work as proof-of-concept labs. This is an opportunity for both startups and faculty members to capture the knowledge, creativity, and ideas from students and turn them into the creation of working prototypes of a product or service at the completion of the academic course.
- Collaborate on hack-a-thons or startup weekends, bringing professors, students and startups together on teams to develop innovative approaches to new technologies or solutions to problems.



### LET'S CONNECT!

Reach out to the UpSurge staff with your big wins, ideas, opportunities and introductions. Visit [upsurgebaltimore.com/connect](https://upsurgebaltimore.com/connect) to stay in touch or to join an UpSurge team. We look forward to building Baltimore with you.