

DESPERATE TIMES LEAD TO DESPERATE MEASURES: WHEN THERE'S NO CHOICE BUT COLLABORATION

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Presentation Summary (Limited to 200 words)

Arkansas has frequently been rated as one of the worst states in the country for the creation of knowledge-based jobs. *Although it counts such renowned entrepreneurs as Sam Walton, Don Tyson, J.B. Hunt and Bill Dillard among its citizens*, Arkansas has not had the intellectual capital or financial resources needed to attract a critical mass of world-class entrepreneurial talent. Because the state is resource-constrained, leaders have had to find innovative ways to work together across the University of Arkansas campus and across the state to develop the human capital that other states attract and retain more easily. This presentation will address three of the very successful interdisciplinary initiatives adopted by the University of Arkansas: a Graduate Certificate in Entrepreneurship for non-business students, a state-wide commercialization retreat for faculty from the state's four major research universities, and the interdisciplinary student startups from the New Venture Development classes, which since 2010 have raised more than \$40 million to build businesses in such diverse industries as pharmaceuticals, medical diagnostics, solar technologies, biodegradable plastic bags and retail-related software.