

From the Executive Director

Although it may be quieter during summer on campus, Case Western Reserve is not slowing down. In this issue of Corporate Update, you'll read about both recent and upcoming innovation news at CWRU. The Lubrizol Foundation and Kent and Kelvin Smith Foundations have invested \$2 million in think[box], the university's maker space, which will officially open in its new home this fall. The inaugural Innovation Summit, held in October (26-28), will build upon the momentum of think[box] and feature nationally recognized speakers on innovation. One of our undergraduates, Felipe Gomez del Campo, has received national recognition at the White House for his invention and start-up company. Professor Mark Griswold from our School of Medicine is the academic partner developing curriculum for Microsoft's new Hololens product, a headset featuring 3D images that will transform education. Professor Diana Bilimoria moves into the world of Massive Open Online Courses (MOOCs) to share her findings on Women in Leadership with students around the world. Whew! The summer is hot at Case!

I hope you enjoy reading about these stories. We look forward to working with you to create more stories of how Case Western Reserve continues to innovate and partner with companies. If you have ideas for stories you want told or want to learn more, contact me at corporaterelations@case.edu.

All my best,

Anne Borchert
Asst. VP of Corporate Relations

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Economic Development: CWRU student recognized at White House



Felipe Gomez del Campo has become a familiar face to all those within the campus community and even the country. His recognition along with four other students by President Obama at the White House on May 11th has confirmed the impact his company, FGC Plasma Solutions, has

made and will be making within the aerospace industry. He was also recently featured on the national NPR's [Marketplace Morning Report](#).

Gomez del Campo created a product that makes jet engine fuel more efficient, safe, and less costly. His product breaks down fuel into component molecules, which in turn allow the engine to burn it, resulting in a 10 percent decrease in fuel consumption.

In 2013 as a sophomore, Gomez del Campo launched FGC Plasma Solutions in an effort to market several more innovations. Since that time, his company has received massive attention, received countless financial awards, and earned Gomez del Campo recognition by the country. As a senior next school year, Gomez del Campo hopes to continue with his company, and credits CWRU as a remarkable platform of resources and support. He hopes to provide a similar platform for youth in Mexico, where he was born, to promote entrepreneurial efforts.

[Read more about Gomez del Campo's ground-breaking invention.](#)

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Research Collaboration: CWRU and Cleveland Clinic collaborate on a Microsoft product that will transform education



Case Western Reserve University continues to practice forward thinking, this time in pursuit of a groundbreaking project with the Cleveland Clinic and Microsoft. Case Western Reserve and the Cleveland Clinic are working together on the new Health Education Campus for their faculty, staff, and students. Their determination to provide state-of-the-art facilities and equipment has led them to Microsoft's recent product, Hololens.

Mark Griswold, Professor of Radiology at CWRU, was the first to recognize Hololens' value in advancing education. Hololens is a headset worn around the head and allows the user to see things in 3D while maintaining his or her surroundings, a concept called "mixed reality". Griswold represented CWRU, the

only university asked to speak, in his presentation at Microsoft's annual Build conference. In front of thousands of people, and even more tracking activities through social media, Griswold demonstrated the product's benefits to education.

Due to Griswold's involvement in this project, plans are underway to include Microsoft's Hololens in a new curriculum for the Health Education Campus. The Hololens is expected to transform education, and how students learn.

[Read more about the collaboration.](#)

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Marketing and Visibility: CWRU to Host Inaugural Innovation Summit



You're invited to join us for three days of exploring the opportunities and challenges of various models of innovation at the global scale. The **Case Western Reserve University Innovation Summit 2015: Models of Innovation runs Oct. 26-28, 2015** in Cleveland, Ohio.

The summit features CEOs and founders of some of the nation's most notable businesses: Hear from some of the minds behind Atari, Gallup, Priceline.com, Make: Magazine, America Makes, the Smithsonian, Made in Space, Goldman Sachs, the U.S. Department of Commerce and many more.

Keynotes, panels, hands-on session and networking events will give industry leaders a platform to collaborate on how diverse regions and industries can leverage their strengths to fuel new companies, products, technologies and ideas. Topics covered include health care, design, social entrepreneurship and sustainability, education, capital markets, corporate innovation, advanced energy, additive manufacturing, the Internet of Things, university-industry partnerships and innovations in the legal sector.

Confirmed speakers include:

- Nolan Bushnell, founder of Atari and Chuck E. Cheese;

- Jim Clifton, CEO of Gallup Inc.;
- Jeff Hoffman, co-founder of Priceline.com;
- Dale Dougherty, founder and CEO of *Make: Magazine*;
- Curt Carlson, former president and CEO of the SRI International;
- Cheryl Martin, founder of Harwich Partners and former acting director of the federal Advanced Research Projects Agency—Energy (ARPA-e);
- Craig Maxwell, corporate vice president of technology and innovation for Parker Hannifin;
- Susan Helper, chief economist for the U.S. Department of Commerce;
- and many more

As a special spotlight during the summit, we're opening the doors to the first phase of think[box], the centerpiece of Case Western Reserve's ecosystem of innovation—a 50,000-square-foot innovators paradise.

Our corporate partners can receive 10% off the summit registration—use promo code CORPORATE2015. [Learn more and register now.](#)

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Human Capital: Professor Diana Bilimoria teaches MOOC on Women in Leadership



KeyBank Professor and Chair of the Department of Organizational Behavior, Diana Bilimoria, led her first MOOC (Massive Open Online Course) this summer, entitled *Women in Leadership: Inspiring Positive Change*. The course, which ended in July, attracted over 16,000 students that participated from 180 countries. Thirty three percent of participants were from emerging economies.

“This course looks at the internal and external forces that shape our identities as leaders and how women and men can learn to understand and use these forces to become inspiring agents of change, whether at work or in the world at large,” Bilimoria said in a video about the course description.

Offered free through the Coursera platform, the course allowed enrolled students to participate online from anywhere. It’s a way to experience and learn from concepts Bilimoria has developed through her well-known and highly regarded management research. Her Coursera offering is the third from the faculty at the management school and eighth overall from Case Western Reserve.

This course will be offered again starting in September 8. To register, visit <https://www.coursera.org/course/womeninleadership>.

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Philanthropy: The Lubrizol Foundation and Kent and Kelvin Smith Foundations give \$2 million grant to think[box]



The Lubrizol Foundation, The Kent H. Smith Charitable Trust and The Kelvin and Eleanor Smith Foundation have awarded a combined \$2 million grant to Case Western Reserve University’s think[box] a center for innovation that provides a space to tinker and creatively invent. The Lubrizol Foundation contributed a leadership grant of \$1 million and The Kent H. Smith Charitable Trust and the Kelvin and Eleanor Smith Foundation each contributed \$500,000. Lubrizol’s investment in think[box] is a testament to their long-standing and close relationship with Case Western Reserve, a relationship that has spanned over sixty decades.

Among the founders of Lubrizol, Kent H. Smith, A. Kelvin Smith, and Alex Nason, were CWRU graduates and well-known entrepreneurs. Lubrizol's support of think[box] demonstrates its strong belief in CWRU students and their entrepreneurial potential, permanently linking the CWRU and Lubrizol legacy of entrepreneurship together. In recognition of the support, Case Western Reserve will name level four of think[box] The Lubrizol and Kent and Kelvin Smith Foundations Floor. This floor is dedicated to bringing individuals and teams together to assemble and fabricate ideas and concepts.

This is the latest investment that Lubrizol has made in Case Western Reserve. The check was presented to Case Western Reserve at a lunch at Lubrizol where fellow alumni Mark Sutherland, President of the Lubrizol Foundation, and Bob Graf, Corporate Vice President of Research and Development, were meeting recipients of the Lubrizol Foundation Scholarship Fund. The Fund was established by Lubrizol in 1991 to provide scholarships to CWRU students majoring in chemistry or chemical engineering. It was a great opportunity for the students to learn more about Lubrizol and the important partnership between CWRU and Lubrizol. Pictured are Sutherland, Graf and the students.

[Read more about Lubrizol's investment in think\[box\].](#)