



WRIGHT BROTHERS INSTITUTE

JANUARY/FEBRUARY 2017



Tec Edge
Innovation & Collaboration Center

5000 Springfield Street, Suite 100
Dayton, Ohio 45431
(937) 424-8661
operations@wbi-icc.com



105 Janney Road
Dayton, Ohio 45404
Ben Wallace
(937) 853-3022
ben.wallace@wbi-icc.com



Arthur Rogers
(937) 424-8664
Arthur.Rogers@wbi-icc.com



Jim Heitner
(937) 424-8677
Jim.heitner@wbi-icc.com



Jim Masonbrink
(937) 424-8674
james.masonbrink@wbi-icc.com

Visit Online at:
www.wbi-icc.com &



AFRL-WBI DOWNTOWN DAYTON COLLABORATION

BY JENNIE HEMPSTEAD: WBI IDEA LAB

Wright Brothers Institute, in partnership with Air Force Research Laboratory signed a lease on January 30, 2017 officially beginning the experiment to develop an Innovation District in downtown Dayton, with AFRL positioned as the anchor research and development institution. Innovation Districts are defined as "geographic areas where anchor institutions and companies cluster and connect with start-ups, business incubators and accelerators". Many have been successful in cities that resemble Dayton. This long-term vision begins with proximity. A physical space, shoulder-to-shoulder with tech start-ups and co-share workspaces, encourages communication and fosters relationships (often referred to as non-traditional partnerships). These partnerships could provide influence on global tech portfolios, safety to the U.S. military and economic benefits to the region. Beyond a "build-it-and-they-will-come" mentality, Wright Brothers Institute is working closely with AFRL, industry, academia and other partners to develop intentional connectivity for the purpose of innovative partnerships. Dayton could establish itself as the place to turn research into invention and ideas into products.



The lease to rent 8,000 square feet on the first floor of 444 E. Second St. in Downtown Dayton expands the on-going partnership with AFRL and taps into Dayton's economic revival. Woodard Development will lead the build out and the space should be ready for occupancy in late spring of 2017.

"This space provides proximity to startups and accelerators in the downtown area and we wanted to make the move quickly. This location is ideal for experimenting with how the Air Force Research Laboratory might engage with businesses in downtown Dayton," said Wright Brothers Institute's Executive Director, Les McFawn. Jim Masonbrink, Director of the AFRL Small Business Hub – in partnership with Wright Brothers Institute - will serve as the point of contact for the downtown space. Events such as the successful Collider series, which provides valuable education, support and tools to small businesses, will kick off activity in the late spring. "As we begin developing Colliders for the downtown space, people can connect with us online, prior to the move-in date, so they can take full advantage of what we plan to offer," Masonbrink said.

To receive updates about future colliders at all Wright Brothers Institute locations, visit www.afrlsbhub.com. Follow Wright Brothers Institute on Twitter @wbiinnovates.

NEW APPROACH TO SOLVING COMPLEX PROBLEMS

BY CHRIS REMILLARD: WBI IDEA LAB

In 2011, a team from Wright Brothers Institute's IDEA Lab and the Air Force Research Laboratory developed Divergent CollaborationSM (DC) – a new approach to powering innovation. This methodology uniquely harnesses the potential of broad diversity and intense collaboration on business, product and technology challenges.



Divergent CollaborationsSM view a problem from different perspectives, i.e. through different lenses, yielding more powerful results than focusing only on generating solutions. For example, a recent DC included a robotic surgeon, an orchestra conductor and a special education teacher – all in the same event. By connecting individuals from a wide spectrum of backgrounds, fresh thinking is infused into a problem as it is explored in novel ways. While typical collaborations try to harness diversity from traditional places - different departments of an institution, different fields in the same industry, or different stakeholder groups along the value chain such as customers, suppliers, or even competitors - Divergent CollaborationSM takes a more radical approach. It brings together people that have a range of relevant expertise on a problem, in the form of hobbies, work, education, or experiences, but in a different or tangential application, environment, or industry. New insights and ideas emerge from unrelated areas that would be missed using classical approaches to solving complex technology and business challenges. By innovating around the problem before jumping to solutions, there is a greater potential for coming up with truly innovative outcomes. Thus a significant portion of a DC agenda is dedicated to viewing and understanding the problem from all perspectives.

To date, fifteen Divergent CollaborationSM workshops have been executed by the IDEA Lab and two more are in the planning phase. The first is focused on Assistive Technologies and is sponsored by the AFRL MakerHub. The second will focus on the Neuroscience of Diversity and Inclusion and is sponsored by the Applied Neuroscience Branch of the AFRL Human Performance Wing.

BUSINESS AND TECH SHOWCASE

Wright Brothers Institute and AFRL Junior Force Council will host a Business and Tech Showcase on March 13, 2017 at 5000 Springfield St. Suite 100, Dayton, OH 45431. For more information and to register for the event go to: <https://www.meetup.com/collider/events/237429015/>.

Save the Date

WRIGHT BROTHERS INSTITUTE · AIR FORCE RESEARCH LABORATORY PARTNERSHIP

BUSINESS & TECH SHOWCASE

- DAYTON COMMUNITY & AFRL INNOVATION PANELS AND PRESENTATIONS
- AFRL JUNIOR FORCE COUNCIL TECH SHOWCASE
- AFRL MAKER HUB USER SHOWCASE

NETWORK | PARTNER | CONNECT

MONDAY

13 MAR 17

12:00 - 4:00 PM

5000 SPRINGFIELD ST #100 DAYTON, OHIO 45431

TRIBUTE TO WBI'S ASSOCIATE DIRECTOR RICH MARESCA

BY LES MCFAWN: WBI DIRECTOR



Rich Maresca passed away at James Cancer Center at Ohio State University on December 27, 2016. He had quietly fought his illness for several years. Rich was part of the Wright Brothers Institute family for over a decade. He was a fantastic contract attorney and handled all of our contracting negotiations and actions. He was also dual-hatted as the Associate Director for the Institute. In this role, he and I spent countless hours together working everything from lease arrangements to future strategies for the Institute. He was always a great sounding board and offered incredibly insightful advice. Rich also had a way of making things “work” at the Institute. He helped all of us improve our job performance by finding better ways to get things done contractually, financially and from a human resources viewpoint. It’s difficult to lose a colleague and friend like Rich, but it’s a little easier when I think about the times we laughed together... even now it makes me smile.