

## Office of the President

### TO MEMBERS OF THE SPECIAL COMMITTEE ON INNOVATION TRANSFER AND ENTREPRENEURSHIP:

#### DISCUSSION ITEM

*For Meeting of December 16, 2021*

#### UC FACULTY INVENTORS AND FOUNDERS

##### EXECUTIVE SUMMARY

The charge of the Special Committee on Innovation Transfer and Entrepreneurship is to optimize the means by which the University translates academic-based discoveries into products, services, and innovations providing societal benefit, while strengthening its reputation as one of America's premier centers of scholarship, research, and public service. The aim of the Special Committee is to help create an environment that inspires, facilitates, and promotes innovation and entrepreneurship among our students, alumni, and faculty.

UC faculty and researchers are the inventors, innovators, designers, creators, and entrepreneurs at the heart of the University's innovation ecosystem. Furthermore, the concepts of "innovation" and "entrepreneurship" (I&E) are often perceived to be unique to the science, technology, engineering, mathematics, and medical (or STEMM) fields at institutions of higher education (IHEs). Thus, campus "technology transfer" offices tend to focus on supporting only STEMM faculty and students. However, I&E are deeply rooted in all disciplines. Furthermore, the real creativity and impact to society can occur at the intersection of disciplines.

To better understand how campuses can best support students and faculty innovators and entrepreneurs in all disciplines, including non-STEMM, the Special Committee has invited Professor Robin Hunicke, Professor of Digital Art and New Media (DANM) at the University of California Santa Cruz, to share her insights and experiences in arts entrepreneurship. Professor Hunicke's research interests include experimental and user-centered game design and how games can impact learning in inclusive environments. In 2013 she co-founded the startup company *Funomena*, which is an independent game studio/developer located in San Francisco.

##### BACKGROUND

Robin Hunicke holds a B.A. degree from the University of Chicago. She is currently finishing her Ph.D. in Artificial Intelligence from Northwestern University. Her Ph.D. research is focused on dynamic difficulty adjustment (DDA), which is a process of automatic real-time changing of parameters, scenarios, and behaviors in video game environments. In 2001-2004 she, along with collaborators, created the Mechanics-Dynamics-Aesthetics (MDA) framework for game analysis. In May 2008 Ms. Hunicke was chosen for Gamasutra's "Gamasutra 20," recognizing the Top 20 women working in the video game industry. In 2009 she was awarded the Microsoft "Women in

Gaming Award for Design.” In addition, she was listed on the “Hot 100 Game Developers of 2009” by Edge Magazine, the “Online Innovation Award” for the *Journey* video game at the Game Developers Choice Online Awards, and a BAFTA award for “Best Casual Game of 2008” for Boom Box.