OVERVIEW
The University of Wisconsin Madison Internet of Things (IoT) Lab is a campus hub for university-industry collaboration, focused on learning, research and hands-on investigation to foster deeper understanding, accelerated innovation and development, and successful deployment and adoption of IoT technologies and applications.

PRIMARY OBJECTIVES
- Provide a collaborative forum for IoT knowledge and innovation transfer to industry.
- Foster IoT-based breakthrough research and entrepreneurship by faculty and students.
- Provide students experiential learning and interdisciplinary exploration and innovation opportunities with IoT technologies.

UNIQUE VALUE PROPOSITION
- Holistic – Comprehensive perspective addressing both technical and non-technical aspects of IoT.
- Non-commercial – Trusted and unbiased environment.
- Multidisciplinary – Campus-wide engagement of faculty and students across engineering, computer sciences, business, statistics, communications, retailing and other disciplines.
- Collaborative & Experiential – Work as a team; learn by doing.
- Industry-driven – Motivated by and focused on real-world use-cases, opportunities and challenges.

<table>
<thead>
<tr>
<th>Collaborative Learning in Industry Work Groups</th>
<th>Work Group Projects</th>
<th>Proprietary Research Projects</th>
<th>Student Engagement and Talent Pipeline Development</th>
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<tbody>
<tr>
<td>• Learn from subject-matter experts and thought leaders at UW IoT Lab learning events.</td>
<td>• Collaborative investigation of issues of common interest.</td>
<td>• Company-specific and protected by NDA and IP agreement.</td>
<td>• Build company awareness and affinity among students across campus.</td>
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<td>• Gain insights from proof-of-concept demonstrations and research activities.</td>
<td>• Technology “sandbox” to explore and experiment with cutting-edge technologies.</td>
<td>• Actively engage with top-notch, interdisciplinary team of research staff and faculty members.</td>
<td>• Opportunities to engage and attract a diverse group of students for internships, etc.</td>
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<td>• Interact with leading companies to share best practices and lessons learned.</td>
<td>• Co-creation and demonstration of emerging ideas and proofs-of-concept.</td>
<td>• Ideation and research of next-generation capabilities for your company.</td>
<td>• Encourage collaborative and experiential learning with IoT technologies.</td>
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<td>• Accelerate professional development and knowledge advancement.</td>
<td>• Findings and lessons learned are accessible exclusively to UW IoT Lab members.</td>
<td>• Testing and validation to support development and commercialization.</td>
<td>• Promote student innovation and entrepreneurship through competitions, hackathons, etc.</td>
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We welcome your company to get involved by becoming a member of the UW IoT Lab. To learn more, please contact:
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