

Strengthening Our Rural Roots

*Agricultural innovation
from idea to reality*



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Our Passion

AURI is all about taking agricultural innovations from idea to reality with the goal of strengthening the economy and creating new business opportunities and jobs.



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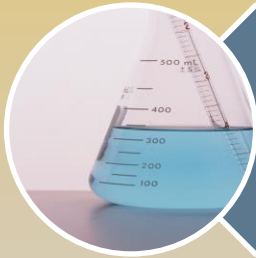
Who AURI Helps

- Rural Communities
- Entrepreneurs and SMEs
- Producer-owned cooperatives
- Partners/collaborators



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How AURI Helps



**Research and development
that sparks new ideas**



**Innovation networking to
garner the best resources for
the best ideas**



**Hands-on scientific assistance
to cement the idea in reality**



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How AURI Helps



Research and
development that
sparks new ideas

- Researching emerging trends and opportunities based upon rural assets, needs and aspirations
- Establishing feasibility and economic analysis guides that help communities identify best opportunities
- Identifying new uses for Minnesota ag commodities and their waste streams



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How AURI Helps



Innovation networking
to garner the best
resources for the best
ideas

Research is valuable, but not if it is sitting on the shelf gathering dust. **Dissemination is key to success:**

- Coordinated matchmaking with Minnesota-based clients and other service providers
- Targeted collaboration events: sector roundtables, industry forums, sector-based strategic visioning and planning



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How We Help



**Hands-on scientific assistance
to cement idea in reality**

- Unbiased, customized R&D assistance to individual clients
- Confidential services delivered by professional managers and scientists delivered directly to rural communities
- Funding pool to garner services from networked partners and experts



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Innovation and Collaboration



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Innovation Strategy



***Collaboration with other organizations
is critical during every step of
innovation***

*Based on research by
Bessant and Tidd*



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Innovation Strategy

- **Generate:** Ideas for innovation come from research, conversations, brainstorming and networking. This generation is very purposeful—not happenstance.



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Innovation Strategy

- **Select:** We work across organizations to determine the highest impact research and projects
 - Rural Innovation Network
 - Minnesota Renewable Energy Roundtable
 - Annual stakeholder assessments
 - Needs assessments
 - Sometimes this means saying “no”



Innovation Strategy

- **Implement:** We bring together the right people to implement the ideas in the marketplace. *Research is just the beginning, not the end.*
 - Lab services
 - Cost-share services



Essential Components of Rural, Science-based Economic Development

- **Collaboration:**

- Working together we can achieve much more than we can alone.
- Oftentimes one organization's research could align with another organization's research.
- With everyone facing limited budgets, collaboration can maximize funding, priorities and anticipated results.

- **Unbiased information:**

- Banks and others looking to collaborate on a new business venture need unbiased information



Why This Work Matters

Clients from the last eight years* have reported the following impacts as a result of AURI's assistance:

- Over **\$414 million** of capital investment in new plants or equipment
- Over **\$218 million** in non-AURI dollars towards new projects
- **281,320** tons of commodities used in new products or processes

*16% reporting



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Questions?

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