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FOR IMMEDIATE RELEASE

FLORIDA EXPERTNET LAUNCHES THE INNOVATION EXCHANGE

Matching Businesses with University Talent and Resources

As the connections between university research and economic development continue to evolve, the value of developing those relationships has become increasingly evident. Having access to the brightest minds within Florida's universities is helping business leaders gain a distinct advantage over their competition. Gaining access is about to get even easier.

[Florida ExpertNet](#), a publicly funded statewide portal of applied research expertise in Florida's universities, is getting an upgrade with the introduction of its [Innovation Exchange](#). The Exchange is a free centralized resource to aid in connecting business, industry, and economic development organizations with university research faculty, funded projects, centers, technologies, and speakers.

The real question for business owners is often, "Where can I find the solution to my problem or opportunity in the easiest way without having to invest in full-time employees?" The ExpertNet Innovation Exchange opens new doors that probably were never before considered.

"Helping businesses understand what's available on university campuses is important," said Brian Fairhurst, Special Advisor to the Vice President for Research at Florida State University. "Historically, universities have hidden resources that aren't easily accessible to businesses," he explained.

While ExpertNet has proved to be a valuable resource for connecting the private sector with university research, the Innovation Exchange provides a customized experience that delivers targeted information directly to users through a personal dashboard. Business owners will now automatically receive updates on activity related to defined industry segments, messages from established relationships, and alerts for other information identified as useful based on the user profile. Instead of users having to search for information, the dashboard updates the relevant matches as soon as they're available.

If you own a business in Florida, simply create an account for your company at ExpertNet.org/InnovationExchange and you're ready to get started. Customize your dashboard by setting up a profile and adding your research interests. To make it even easier, you can receive alerts when new information is added to your dashboard. The connections to researchers, projects, centers, technologies, and speakers specific to your interests happen automatically.

"There's a lot of potential with great advantages for the universities and certainly for the business community as well. In general, the world of university research, and its availability and value, is a hidden secret to too many businesses. The ExpertNet Innovation Exchange is helping to make sure that's no longer the case," Fairhurst said.

The Clearinghouse for Applied Research

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Visit ExpertNet.org/InnovationExchange.

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