

## Guiding Innovation | Fostering Partnerships On The Prowl: The Research Review

February 2024



**ANNUAL REPORT** UWM  
RESEARCH  
FOUNDATION

Guiding Innovation. Fostering Partnerships.

**It's Here!**

Check out the latest highlights to see how UWM Research Foundation is guiding innovation and fostering partnerships to drive continued growth in the UWM research enterprise.

[View Annual Report](#)

### A UWM Entrepreneur's Personal Quest to Battle Antibiotic Overuse by Jessica Silvaggi

Motivated by a family tragedy, UWM Professor Ching-Hong Yang developed a groundbreaking biopesticide and founded startup T3 BioScience to get it to market.



In this interview, Dr. Yang shares his story.

**JS: Dr. Yang, you've previously shared that your personal experience with your father's battle against antibiotic-resistant infection inspired you to establish T3 BioScience. Can you elaborate on this experience and how it motivated the founding of your company?**

**CHY:** My journey towards founding this company, T3 BioScience, is deeply personal and stems from an incredibly challenging time in my life. My father battled an infection that,

### Catalyst Grant Donors Fund Research Passions that Make a Difference

The UWM Research Foundation's Catalyst Grant program provides seed funding for innovative research with commercial potential at the University of Wisconsin-Milwaukee.

Thanks to the generous donors listed below, 109 projects have received \$5.76 million in funding since 2007. And these same projects have gone on to raise an additional \$38.3 million in grants and investments for a remarkable 6.6-fold return on investment.

tragically, was resistant to multiple antibiotics. He ultimately lost his fight against the infection. This experience was heartbreaking. It made me aware of the dire consequences of antibiotic resistance, a growing global health concern.

This personal tragedy ignited in me a passion to seek alternatives to traditional antibiotics, especially in the agricultural and food industries where their overuse is particularly prevalent. I realized the urgency of developing sustainable and effective solutions that do not contribute to the problem of antibiotic resistance. This became the driving force behind establishing my company.

[Read More.](#)

Catalyst funding has also led to the formation of 17 UWM startup companies. In the accompanying story, read how one UWM researcher's passion to find alternatives to antibiotic overuse has brought his startup to the tipping point of success.

### **Catalyst Grant Donors:**

- The Lynde & Harry Bradley Foundation
- Richard and Ethel Herzfeld Foundation
- Rockwell Automation
- GE Healthcare
- Clarios
- Invenergy

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## **New Series - Panther Partner Spotlight**

Get to Know UW-Milwaukee Experts Who Can Help Your Company Prosper

**Create, Evaluate, Validate, Launch.** UW-Milwaukee is home to hundreds of faculty and researchers with expertise in a wide range of fields. Why not take advantage of it? *Panther Spotlight* is an interview series with a mission to help businesses build valuable connections with UWM brain power and resources. Through these interviews, we hope to spark collaborations. These could be short term arrangements, like consulting agreements and contracts for testing services. Or they could be longer term collaborations, such as joint research projects toward specific innovation goals, or licensing agreements to commercialize promising technologies. No matter what, it starts with getting to know us. We hope the *Panther Spotlight* series will do just that.

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## **Panther Partner Spotlight**

Giorgo Sertsios – Financial Data Scientist

by Brian Walsh

**Data, data, and more data. How can your organization use its data for better decision making?**

UW-Milwaukee Professor of Finance, Giorgo Sertsios, is confident he can help. In the past, his data analytics expertise has helped a mortgage company assess the credit risk of its borrowers, a software company analyze the impact of its use on customer sales, and a commercial airline to optimize its passenger revenue. In this interview, Giorgo helps

**Expertise Highlights:  
How can Giorgo help you?**



connect the dots between his research and industry experience and suggests ways he can help your organization get more out of its complex data.

***Tell us about your key areas of expertise.***

GS: My background is in data analytics. Today, companies have great data. But there is often a problem in analyzing it. How do you extract valuable information from the data for decision making?

I have expertise in business, economics, and statistics. This combined with my research experience managing large and complex databases makes me uniquely positioned to help companies in this area.

***Which sectors are you most interested in working with?***

GS: The financial sector is an obvious one given my background in financial economics. I'm also very interested in the healthcare sector. The US is quite unique and is more complex than other healthcare sectors that I have seen overseas. It has many moving parts. I am keen to help US healthcare companies understand both the financial side of things and how they can use the data to improve health outcomes as well.

***What are some examples of ways you can help companies using data analytics?***

[Read more.](#)

**Field of Interest:**

- Corporate finance
- Healthcare
- Organizational economics
- Hotel industry

**Skills & Resources:**

- Data Analytics
- Cause and effect analysis (microeconomics)
- Stata software for finance, marketing, and business questions
- Custom financial modeling

**Partnering Ideas:**

- Marginal cost and revenue from clients or patients
- Cost-benefit analysis of new business units, franchises, or technologies
- Business valuation
- Expert witness

**Wish List of Partners:**

- Hospital systems of all sizes
- Health insurance companies

Please Contact Brian Walsh, Senior Technology Commercialization Manager to connect with Giorgio Sertsios. [brianw@uwmrf.org](mailto:brianw@uwmrf.org) or 414-906-4657

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## Events and Deadlines

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### Fireside Chat

Thursday, February 29th

4pm

Lubar Entrepreneurship Center

**Have you registered?**

Sign up now for a chance to meet Shacey Petrovic, UWM Biology grad and biomedical

Fireside Chat Info &  
RSVP

CEO, who will share her experiences with turnarounds and rapid growth in new innovations!

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**First Look Forum**  
**Thursday, April 18th**  
**4:30-7:00**  
**WEDC**

**Signup is now available.**

What exciting, new technologies are brewing in Milwaukee?

At this consortium event, speakers from UWM, MCW, and Marquette will share their exciting technologies providing solutions to unmet needs in Wisconsin and beyond.

FLF RSVP

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