

‘Here, everybody’s important’: WKU Innovation Campus Rethinks Business Development

Alexandria Anderson, Editor-in-Chief -- September 18, 2023 - College Heights Herald

In the old Bowling Green mall, which once connected to a call center and a Big Lots, nearly 50 businesses engage with each other and the community.

The renovated mall is the home of the WKU Innovation Campus, an economic and workforce development operation that provides an environment for meaningful business engagement.

Sam Ford, innovation and culture fellow at the Innovation Campus, described the campus as a part of the university that creates this meaningful engagement. Read more on WKU Innovation Campus rethinks business development at the [College Heights Herald](#).

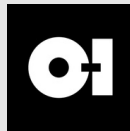


WELCOME OI GLASS

O-I’s Technical Licensing department gives potential licensees the opportunity to tap into the endless incentives, programs, technology, Intellectual Property and expertise of O-I that makes us the world’s largest glass container manufacturer. Our program offers tiered levels based on the amount of resources a licensee is looking for. Additional resources can always be added at any time during the license agreement term. If you are interested in learning more about O-I’s licensing program click the button below.

OI Glass is located in the Business Accelerator.

For more information on OI visit their [website](#).



Rising artificial intelligence startup to establish headquarters in Kentucky

The WKU Innovation Campus has had many exciting announcements this year! “First, it was augmented reality (AR) firm [MyXR Inc](#) in April. Then, it was IP-focused [Lunae LLC](#), announced late July. In August [beingAI](#) — an artificial intelligence (AI) company that has been creating what is deemed as ‘the world’s first transmedia AI beings’— has announced it, too, will be moving to South Central Kentucky...” Read more about our latest WKU Innovation Campus from [KY Innovation here](#).

MyXR's Regional HQ marks a new era in tech innovation for Bowling Green, KY.

We are thrilled to welcome MyXR's Regional HQ to WKU Innovation Campus! Thanks to Lt. Gov. Jacqueline Coleman, Judge Doug Gorman, Mayor Todd Alcott, and CEO Hans Koch. This is a big step in tech innovation and 60+ new jobs for Bowling Green. The Innovation Campus and the Bowling Green Chamber of Commerce held MyXR’s ribbon cutting at the Innovation Campus the end of August. For more information on MyXR visit their [website](#).



Kabarak University’s Central Rift Innovation Week WKU Innovation Campus Connection

Last week, Western Kentucky University Innovation Campus CEO Henry "Buddy" Steen was honored to speak as part of [Kabarak University's](#) Central Rift Innovation Week. Buddy joined the gathering in Nakuru, Kenya, virtually to talk about the history, model, and lessons learned in what has led to the current WKU Innovation Campus over the past two decades. It was exciting to see the innovation happening in Kenya and to talk about models and lessons learned for building an aligned ecosystem around innovation and entrepreneurship.

