

**The UK Innovate University Center (UKUC) features programs to accelerate the commercialization of university technologies, train students for entrepreneurial experiences and disseminate digital literacy to advance these capabilities.**

## UK Innovate Force

To train students in an inclusive and engaging manner, UKUC will launch and pilot its seminal program, UK Innovate Force, a scalable program for systematic de-risking of university technologies by a cadre of trained students executing entrepreneurial missions.

## Customer Relationship Management (CRM) Literacy

To increase digital software literacy for students, including those at rural regional higher-education institutions, UKUC will launch and manage a CRM Literacy program statewide, to equip a remote workforce from Kentucky's rural communities that continue to recover from disruptions to the coal and tobacco industries.

## UK Innovate Digital Certifications Training

To reward achievements and opportunities for promotion with demonstrated experiential successes, UKUC will launch a digital reward and gamification system.

**PARTNER:**



Gatton College of  
Business and Economics

**UNIVERSITY:**

University of Kentucky

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