



**THE EVIDENCE NETWORK**  
Measuring Innovation Impact

## EVIDENCE OF IMPACT

### UCLA Anderson Global Access Program

#### Enhancing the Performance of Footbalance

When Patrik Louko, CEO of Footbalance North America reflects on success, he thinks about the rise of his Finnish orthotics company in twelve countries across three continents. According to Louko, this would not have been possible without participation in the Global Access Program (GAP) of the University of California at Los Angeles: "Our participation in GAP landed us a multi-million dollar deal with Road Runner Sports. That was huge, and without being in GAP, it never would have happened."

#### Assessing GAP's Impact on Companies

GAP pairs foreign companies with teams of fully-employed MBA students, providing the companies with strategic business advice and the students with an opportunity for experiential learning. The Evidence Network, a leading innovation impact assessment company, conducted a comprehensive assessment of the impact of the GAP program on a sample of the over 100 Finnish companies that have participated in the program.



#### The Evidence Network concluded:

- Over 75% of companies consider the primary research conducted by students to be important
- 65% of companies with revenue increases of 10% or greater report that the GAP program had a positive impact on their revenue increases
- There is a statistically significant relationship between the immediate impact of strategic information and advice and the longer term impact of GAP on company performance in the market
- 94% of companies had recommended or planned to recommend the GAP to others



"The impact assessment performed by The Evidence Network (TEN) was complete, analytically solid and statistically-supported. Using a rigorous methodology and highly effective approach, TEN provided key insights that will enable us to build on program elements that have the greatest impact on corporate performance. This information will be particularly useful when we introduce the program to firms in other countries."

—Bob Foster, Director of the GAP Program, UCLA Anderson School of Management

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### Assess Your Impact on Innovation

To learn how The Evidence Network can demonstrate impact of your R&D, technology transfer or business support programs, please contact:  
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