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NDSU Research & Technology Park Rebrands As NDeavor Barry D. Batcheller Tech Park

Engineering and prototyping foundry unveils new identity to accelerate dual-use innovations in defense and precision agriculture

Fargo, ND — September 17, 2025 — The NDSU Research & Technology Park today announced its relaunch under a new name — NDeavor Barry D. Batcheller Tech Park — marking a bold new chapter in advancing collaboration, technology development, and economic growth for North Dakota and the nation.

Building on its legacy of startup incubation, university-industry collaboration, and workforce development at North Dakota State University, NDeavor is sharpening its mission to meet today's most pressing challenges. This new chapter centers on accelerating dual-use technologies that strengthen U.S. national security while creating transformative solutions for commercial markets.

The rebrand also honors the legacy of Barry D. Batcheller, a visionary entrepreneur and long-time champion of regional technology leadership, while signaling a bold commitment to position North Dakota at the forefront of addressing national and global challenges through applied technology development.

A New Vision

The Park's renewed vision is to bridge the gap between scientific discovery and social benefit, accelerating solutions from the lab to real-world deployment. Anchored by a spirit of innovation and collaboration, NDeavor aims to position North Dakota as a premier destination for dual-use technology development serving both commercial markets and national security needs.

Business Model for the Future

NDeavor will operate as a dual-use Tech Park with two core pillars:

1. **Defense & National Security** – Drawing on a history of collaboration with military partners, NDeavor specializes in designing, engineering, prototyping, and testing advanced autonomous systems — including robotics, electronics, and multi-domain intelligent platforms — that strengthen national security and defense readiness.
2. **Precision Agriculture** – NDeavor applies its expertise in intelligent autonomous mobile systems to transform precision agriculture, developing technologies that perform across varied terrain, withstand extreme weather conditions, and optimize operations in complex agricultural environments.

These focus areas are anchored by a continued commitment to startup incubation and early-stage innovation. NDeavor's Incubator remains a key part of its operations, providing entrepreneurs with access to prototyping labs, business development resources, and deep technical expertise to accelerate their path to market.

Through collaborations with military partners, established businesses, and leading universities such as North Dakota State University — alongside support for emerging startups — NDeavor provides access to engineering excellence that accelerates innovation, business growth, and technology readiness, advanced prototyping capabilities, and incubation programs and services.

Leadership Voices

"NDeavor is more than a new name — it's a bold commitment to shaping the future of technology and national competitiveness from right here in North Dakota," said David Cook, President of North Dakota State University and NDeavor President of the Board of Directors. "This is about harnessing the power of our research and our people to deliver solutions that matter."

"Our vision is to unite the brightest minds from the private sector with leading researchers to accelerate breakthroughs in defense and precision agriculture. In this collaborative environment, academia and industry thrive side by side, creating solutions that fuel economic growth and national resilience," said Brenda Wyland, Chief Executive Officer, NDeavor. "By honoring Barry Batcheller's legacy, we are also embracing the entrepreneurial spirit that defines this region."

Regional & National Impact

With this relaunch, the Park will expand its role as a catalyst for economic diversification, workforce development, and national security contributions. By fostering collaboration across sectors, NDeavor is uniquely positioned to drive innovation that strengthens North Dakota's economy while addressing global challenges in national security and food production. NDeavor invites partners across the nation to join in accelerating the next generation of defense and agricultural innovation.

About NDeavor Barry D. Batcheller Tech Park

NDeavor is North Dakota's catalyst for technological innovation, converting discovery and technology into economic opportunity since 1999. We empower our partners, both current and future, to forge their own paths. Whether industry veterans or emerging innovators, our firsthand experience equips us to understand the challenges ahead. We collaborate closely with global industry leaders, military programs, academic researchers, and emerging fast-growth companies to solve real-world problems and accelerate the development and deployment of transformative product solutions.

About North Dakota State University

North Dakota State University (NDSU) is a student-focused, land-grant, research university committed to serving the people of North Dakota and beyond. Recognized as an R1, top 100 public research institution, NDSU conducts cutting-edge research in agriculture, engineering, health, and national security while providing world-class education to nearly 12,000 students. With a strong tradition of innovation, entrepreneurship, and community engagement, NDSU prepares graduates to lead in a rapidly changing world while advancing discoveries that improve lives and strengthen society.

NDeavor will remain in its current offices at 1854 NDSU Research Circle North, Fargo, ND 58103.

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