New Opportunities - Creating Corporate/University Partnerships
Know What You Have to Offer

• What is the stage of development of the research
• What products or services does the research relate to
• Do you understand the industry(s) this product or service will fit into
• What is the cost of commercialization; by phase of development
• What is the current state of the market
• Will your invention create incremental or disruptive change
• Is there strategic value for industry to your research
Know What You Want

- Are you trying to fund basic science, translational science or something else
- Are you trying to create a product or service
- Do you ultimately intend to license the technology
- Do you ultimately intend to launch a start-up
What Unique Assets Does the University Have

- Research cores
- Institutes
- Graduate students
- Other
Partnering Issues

• Deal structure
• Indirects
• IP rights
• Conflicts of interest
• Other
Helpful Strategies

• Manage expectations up front
• Make sure you understand what your partner values
• Responsiveness
• Single point of contact
• Speak a common language
• Align incentives