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