**Articulating the Value Proposition**

- What are the elements of a strong value proposition (e.g. Economically substantial company needs in operations, technology pipeline, talent recruitment and development; Unique resources or solutions such as talent and tech pipelines; An engagement model that maximizes benefits/bottom line and longer term impacts to the company, industry, and nation)

- How does the ERC best promote those elements to the company and industry targets (e.g. Industry visits, researcher-researcher direct contacts, trade shows, literature, portfolio approach)

- How do you measure how successful you're being in continuing to promote your value proposition, especially after the company has joined the IAB.
## English to BizSpeak

<table>
<thead>
<tr>
<th>English</th>
<th>BizSpeak</th>
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</thead>
<tbody>
<tr>
<td>Who are you</td>
<td>Management Team; Strategic Allies; Partners; Boards; Vendors</td>
</tr>
<tr>
<td>What are you doing</td>
<td>Product / Service Offering; Core Technology; Product Lines</td>
</tr>
<tr>
<td>Why can you do it better than anyone else</td>
<td>Competitive Advantage; Distribution Channel; Marketing Plan; Key Resources</td>
</tr>
<tr>
<td>Who cares, why do they care, and how much do they care</td>
<td>Market; Market Needs Analysis; Revenue Model; Customer Profile</td>
</tr>
<tr>
<td>What do you need to get it done</td>
<td>Investment Sought, Partnership, Technology, Distribution Channels</td>
</tr>
<tr>
<td>How will you benefit</td>
<td>Financial Plan, Revenue Model and Streams, Profitability</td>
</tr>
<tr>
<td>How can others benefit</td>
<td>Investment / Partner Opportunity</td>
</tr>
</tbody>
</table>
The Value Proposition – Vision and Execution

What Economically Substantial Problem Can You Uniquely Solve and Make Money
Value Proposition - Delivery

- **Talent**
  - Students are ahead on the learning curve
  - Faculty / thought leaders
  - Students have different experiences (teamwork, IP, real world problems, better leaders, industrial oriented R&D, systems engineering) of value to industry
  - The three plane chart may be an underutilized resource for recruitment in terms of illustrating student educational experiences

- **Knowledge**
  - Defining/enabling new markets for customers
  - Influence of program direction and research initiatives

- **Technology / IP**
  - Danger of reliance on a small set of technologies
  - Infrastructure can be a key selling point

- **Relationships**
  - Internal and external networking
  - Team building for RFP’s, SBIR’s, etc.

- **Financial Impact**
  - Need to understand ROI horizon
  - Business on shorter term (2-3 year) horizon than R&D
  - ADP has tool to quantify financial impact of sub-par employee
  - Leveraging of NSF funding and name