



**PATHS-UP**

Precise Advanced Technologies and  
Health Systems for Underserved Populations



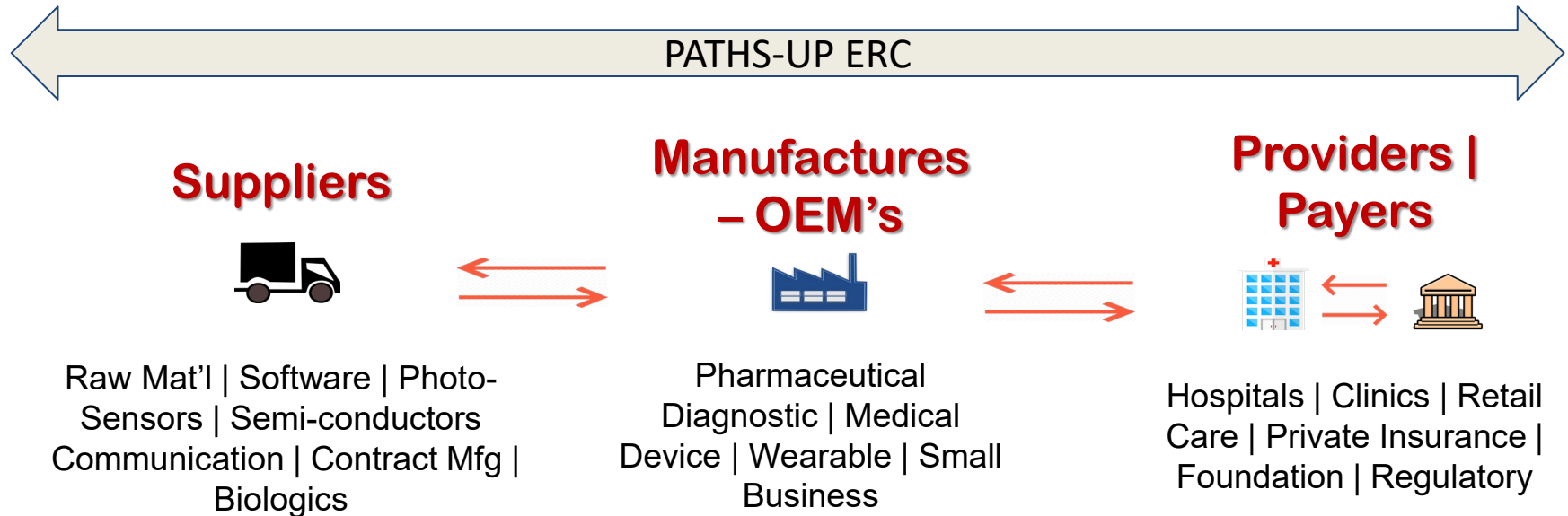
Scott Ransom & Peter Keeling

IAB Management 2026

# Overall Goal & Objectives Innovation Ecosystem



# PATHS-UP – Members' Position in Value Chain



## Step 1A: Who to contact

# Active Prospects in Value Chain

## PATHS-UP ERC

### Suppliers (Goal 10 members – 7 existing)



Raw Mat'l | Software | Photo-Sensors | Semi-conductors  
Communication | Contract Mfg | Biologics

### Manufactures – OEM's (Goal 10 members – 9 existing)

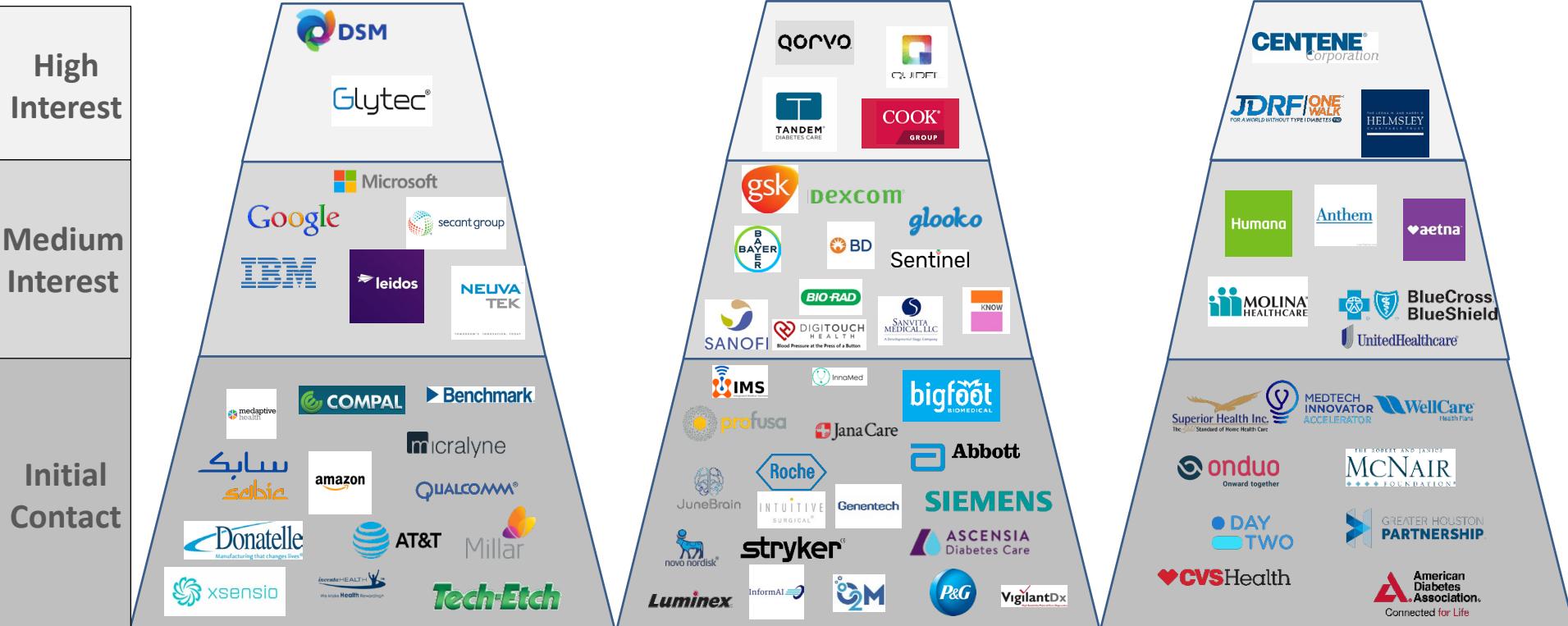


Pharmaceutical  
Diagnostic | Medical Device | Wearable | Small

### Providers | Payers (Goal 5 members – 1 existing)



Hospitals | Clinics | Retail Care  
Private Insurance | Foundation



# Recruiting Ideas – Keep Pipeline Full

## **Basic Blocking and Tackling – Hit rate will be in single digits**

- Personal experience: 400 companies since Jan 2019 - Jan 2022 – 4.5% joined Center
  - Want 30 companies to join @ 5% close rate = 600 companies
  - Will LOSE companies – 5-10% a year
- Target list of companies – Big's are known
- Medium companies are most likely at conferences - maybe
  - Conferences are in flux - \$2.5-\$5K to register – Choose wisely
  - Speakers at conferences/tradeshows
- Small companies – look at SBIR/STTR, NIH, SECO – awardees past 3 years
- Social Media:
  - LinkedIn Value proposition – Match Tech to need
  - Send to 20 prospects – effective if 20%-40% responds

# Recruiting Ideas – Target Lists

**Need “human” contact. Zoom is OK – F2F is best.**

- Faculty help
- Tech alumni at target companies
- Use LinkedIn network to see who is the best person in your network
  - Who can give personal introduction to the CEO or the CFO - They are the decision makers.
  - Need a good introduction to their executive team
    - Need to coach the person who gives the intro.

Example of a proposed simple message for a introduction:

*“This team at Texas A&M is on to something. They received a \$40M National Science Foundation grant to build next generation monitoring platform to lower chronic care cost and improve patient outcomes. **They could help Livongo move beyond diabetes and give Livongo a unique protectable IP position long term. Livongo should check out what they are doing.**”*



**PATHS-UP**

Precise Advanced Technologies and  
Health Systems for Underserved Populations

# Value Proposition, Research, & Impact

- **Value Proposition... a “Fat” statement...**
  - Different meaning to NSF/Grant, Industry, Stakeholders
    - ILO role – What is VP to Industry
      - How to show research IS creating value...and impact
- **VP evolves over time at a ERC**
  - Global/Core VP not likely to change
    - Influences on internal/external research findings
    - Influences on new industry technologies
    - Influence from the Boards
      - How does that feedback to research projects

## Step 1B: What are you selling



**PATHS-UP**

Precise Advanced Technologies and  
Health Systems for Underserved Populations

# Recruitment, Retention, and Relationship Building

## ➤ **Recruit**

- Conferences & Tradeshows
- Faculty Connections
- Letters of Support
- Existing companies doing collaborations
- Watch news related events
- Have your “pitch” email and slide deck handy and memorized!

## ➤ **Deep Engagement**

- Collaborations – sponsored projects, industry seminars, student hiring, white paper collab, publication collab, testbed support
- Attendance at Summit, Site Visit, Industry Day

## ➤ **Other Keys**

- SWOT
- Site Visit closed-door session (prep during industry day)



**PATHS-UP**

Precise Advanced Technologies and  
Health Systems for Underserved Populations

# IAB Chair management

- **Who should be chair?**
  - Must be a member
  - Respected company
  - Engaged and Enthusiastic!
  - Easy to work with
  - Not too busy to engage
- **Rotate**
  - Don't burn them out
  - Be grooming the next one
  - Keep the former IAB chair close – chair emeritus
- **Establish Communication Strategy and workflow**
  - Who does what work?



**PATHS-UP**  
Precise Advanced Technologies and  
Health Systems for Underserved Populations

# Value Propositions

➤ **Let's Practice!**