ERC ILO Retreat 2016 Presentations

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Marketing and Communication Best Practices

10 - Marketing, Sales and Communications - Separate but linked
9 - The easiest partner to get is the one you already have
8 – Set an expectation of all ERC faculty/universities in recruitment
7 - Engage your current partners in recruitment
6 - Don't start with a white sheet to discussing value proposition
5 - Engage multiple levels in companies
4 - Set a communications schedule (before they threaten to quit)
3 - Don't over promise and under deliver
2 - Help your company champions sell to their leadership
1 - Partners need to see this as an investment, not a fee
Working with Tech Transfer – Making the Most of IP

10 - Manage expectations on all sides
9 - Understand everyone's motivations and needs
8 - Establish process - ERC's are different; TT offices are slammed
7 - IP is only one part of commercialization - bring partners together
6 - Play defense - Faculty and student IP training
5 - Play offense - Faculty and student IP training
4 - Understand the value of IP fencing
3 - The ILO must manage the IP process and timelines
2 - Understand the TTO perspective; Use the IAB to vet opportunities
1 - Don't rely on IP for sustainability
Sustainability

10 - Don't rely on IP for sustainability
9 - Look to engage a replacement (NIH, DOD, I/UCRC, NFPA)
8 - Don't start sustainability planning too late - or too early
7 - Prepare your IAB to serve as your partners
6 - You'll quickly learn who's in the foxhole (faculty and IAB)
5 - Education programs are tough
4 - University continued dedication of facilities 3+ years on
3 - Uniquely educated student pipeline even more important
2 - Fit within a larger university strength can leverage resources
1 - Probably the toughest thing you'll take on as an ERC