

Leveraging your Internal and External Networks

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INTERNAL

- Entrepreneurship School
- College Deans
- College of Law
- Libraries
- Marketing and communication teams
- Leveraging Asset Development Funds
- Service groups on campus

EXTERNAL

- Commercialization Network
- Community Resources
- Service Providers
- Local Talent
- Industry Groups
- Government
- Alumni
 - Alumni Foundation
 - Alumni Association



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The Creation of TLA's Commercialization Network

- One year public/private Partnership in 2013
- City of Tucson, Tech Launch Arizona, Aztera
- Results: 1300 person domain expert network
- Lesson learned: Networks need to be *managed!*
- Full-time network management began in March of 2016

Building Network

- Create champions
 - Put your network to work for you
 - Work with your colleagues and help them identify when to make an introduction
 - Regional champions
- Targeted Growth
 - Growing populations, specifically in technology and entrepreneurship
 - Proximity matters
 - Identify ecosystem
 - Big technology businesses, Entrepreneurial Service Organizations, emerging and established leaders, civic

Using the Network

- Domain expertise for early stage technologies
 - Calls to in-depth meetings
- NSF I-Corps
- Commercialization Partners
 - Weekly Roundtable meetings
 - Close, trusted individuals
 - Vetting Process
- Startup Support

Using the Network: Startup Support

CONNECTION → ENGAGEMENT → PLACEMENT

Using the Network: Startup Placement

Been there, done that

Knowledge of industry

Available to participate

Desire and motivation

Location, location, location

Ability to work on equity

Match with team

Role

Working with the Local Ecosystem

- Community Resources
 - A place for startups to land
 - Education
- Service Providers
 - Assistance with financing
 - Core business functions
 - Connections

Working with the Local Ecosystem

- Local Talent
 - Advisors
 - Leadership
 - Connections
 - Champions for the University
- Industry Groups
 - Connections
 - Voice and marketing
 - Ecosystem collectors

Working with the Local Ecosystem

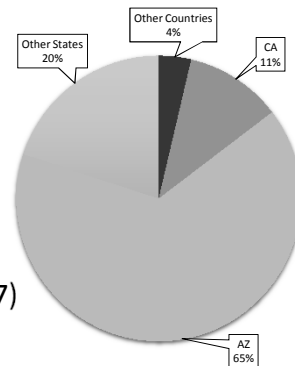
- Government
 - Support for the University
 - A powerful partner
 - Commercialization Network Alliance
 - Funding for activities
 - Someone to whom you have to answer occasionally

Alumni

- Most powerful resource
- Affinity to the University
- Time and Treasure
- Ways to reach:
 - Alumni Association (internal)
 - Alumni Foundation (internal)

Network Breakdown (Total FY 17)

- Over 1500 individuals
 - Domain Experts
 - Business Leaders (can be crossover)
- 55 new members in the last two months
- 100 engagements over multiple months (91 in FY 17)
- 15 total placements on a team (11 in FY 17)
- 26 Commercialization Partners (7 new in FY 17)
- 30 actively searching to lead startups
- Community Resources that can provide assistance after launch



McGuire Center for Entrepreneurship

- Student teams work on University Startups
 - Process is important
 - 4 teams in FY 17
 - Currently working with 3 student teams
 - Students help to conduct market research, develop a business plan and pitch
- McGuire Center mentors and faculty serve as I-Corps instructors
- University-wide entrepreneurial thought process

College of Law

- Normally serves students and community
- IP Law Clinic works with I-Corps Teams
 - general IP counseling
 - patent searches and patentability advice
 - trademark searches
 - preparing and filing patent, trademark and copyright applications
- A place to point the rest of the University Community

UA Libraries

- Partnership established in 2015
- Helps complete Business Intelligence Reports
 - Works directly with Business Intelligence Manager
 - Looks at patent, market and competitive landscapes
- Provides information support for NSF I-Corps teams
- Representatives are involved, attend Roundtable sessions and sometimes interact with faculty inventors

Other University Functions

- Marketing and Communications Teams
 - Echo the stories TLA tells
 - Understand the importance of public disclosure
 - Help increase TLA exposure to faculty
- Service Groups and Clubs on Campus
 - Tech.Global
 - Innovate UA

Individual Colleges

- Constant Communication with Deans
 - Deans reports
 - Champions for increasing disclosures
- Licensing Managers are a part of the college
 - Physically located within the top IP generating colleges
 - Co-funded
- Leveraging Asset Development funds

Thank you

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