



Speakers

- **Kim MacMartin-Moglia, Director Business Development, Inova Diagnostics**
 - Industry Advisory Board Member 2018, 2019, 2020
 - AUTM Member since 2014
 - Director of Business Development at Inova Diagnostics, an in-vitro autoimmune diseases diagnostic kit manufacturer
- **Dave Bialkowski, JuJama**
 - Executive Vice President of Jujama
 - Has attended Annual AUTM meetings since 2005 and provided AUTM Connect since 2012



Why Are We All Here?

- 70% of attendees return to Annual Meeting primarily for the networking
- 80% of attendees use AUTM Connect to schedule meetings
- 1 in 4 attendees have attended 7 or more AUTM Annual Meetings



Creating Your Profile in AUTM Connect

- This is where it all begins...Good input = good output
- Standardize with your colleagues how your institution is named, e.g., Inova Diagnostics, not Inova Diagnostics and Inova and Idx
- Fill out your areas of responsibility in the TTO, e.g., Diagnostics, Therapeutics, Software, the more the specific the better, Medical Software
- Include a link to your University's technology search portal or to the AUTM AIM portal
- Include a PowerPoint presentation profiling some interesting technologies and a few investigators who are doing interesting research
- Do this as soon as possible, as schedules fill up quickly



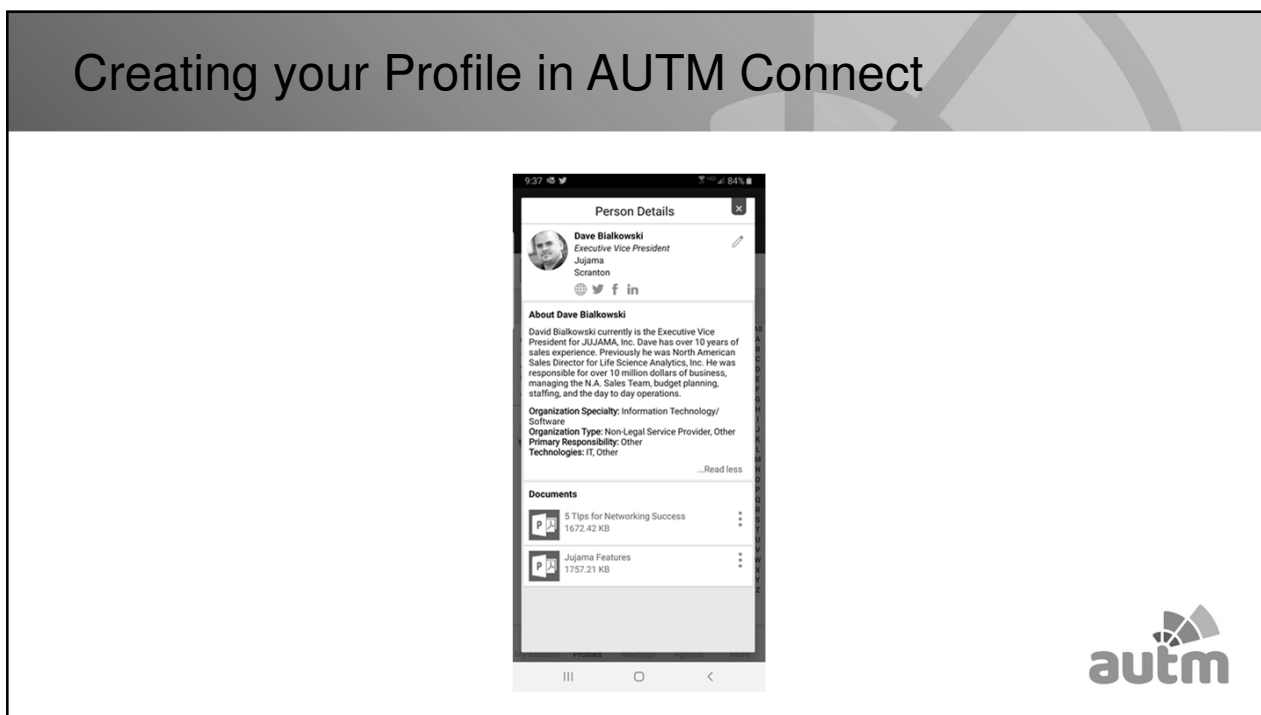
Tips on Registering and using the AUTM Connect app



Creating Your Profile in AUTM Connect



Creating your Profile in AUTM Connect



How to schedule a meeting in AUTM Connect

- Requesting a meeting:
 - Search by people or organizations
 - Select request meeting and fill out the request form
 - Pick the date and time, system will show you mutual availability
- Confirmed meetings will be added to your personal schedule
- Each meeting is assigned a specific partnering table to meet at



Requesting a Meeting

The screenshot displays the AUTM Connect interface for requesting a meeting. At the top, the profile of Colleen DeMuro is shown, including her name, title (Client Concierge at Jujama), address (600 Jefferson Ave, Scranton, PA, USA), and social media links (Facebook, Twitter, LinkedIn). Below the profile, there are navigation tabs: Profile, Interests, Documents, Photos, Videos, and Notes. A sidebar menu on the left includes options like Request Meeting, Send Message, Favorites, Follow, Add Note, and Print Profile.

The main content area shows the 'Request Meeting' form. The form includes a 'Meeting Duration' dropdown set to 30 minutes, a 'Subject' field with the text 'Alpha benefits', and a 'Description' field with the text 'Hi Colleen, I would like to connect and discuss our services could be a great addition to your event. Would you have time for a short conversation while in San Diego? Thanks, Dave'. Below the form are 'Invite' and 'Cancel' buttons.

Below the desktop view, two mobile app screenshots are shown. The first is the 'Person Details' screen for Colleen DeMuro, showing her profile information and social media links. The second is the 'Request Meeting' mobile form, which is a simplified version of the desktop form, including the duration dropdown, subject field, and description field.



How to Transfer Meetings in AUTM Connect

- Transferring an existing meeting to one of your colleagues:
 - Select the “Meeting” tab
 - Click on the meeting you wish to update
 - For Desktop- click on the icon on the far right with the arrows pointing up and down, then select “Transfer Meeting” option
 - For Mobile- click on “More”, then “Transfer Meeting” option
 - Meetings can only be transferred to people who are listed under your organization



Transferring a Meeting on Desktop Portal

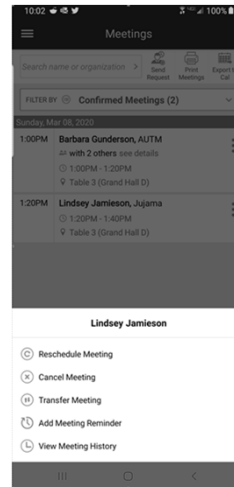
The screenshot shows the AUTM Connect desktop portal interface. The main content area displays a list of meetings for Sunday, Mar 08, 2020. The interface includes a navigation sidebar on the left with options like Home, Profiles, Meetings, Agenda, and Speakers. At the top, there are navigation links for Request Meeting, Compose Message, Update Availability, Agenda, and Personal Schedule. A search bar and advanced search options are also present.

Time	Participants	Location	Subject and Meeting Details	Status	Actions
1:00PM - 1:20PM	<ul style="list-style-type: none"> Dave Blalowski (Ujama) Barbara Gunderson (AUTM) X Colleen DeLuoro (Ujama) X Sudharshan Reddy (Ujama) X 	Table 3 (Grand Hall D)	lets get coffee	Confirmed	Transfer Meeting icon (highlighted)
1:20PM - 1:40PM	<ul style="list-style-type: none"> Lindsay Jamieson (Ujama) Dave Blalowski (Ujama) 	Table 3 (Grand Hall D)	Lets connect	Confirmed	Transfer Meeting icon



How to transfer a meeting on Mobile App

To transfer on the mobile app you will click on Meetings and then click on the three dots next to the meeting you want to transfer. That will pop up a **window** at the bottom and you will see the option to transfer to a colleague.

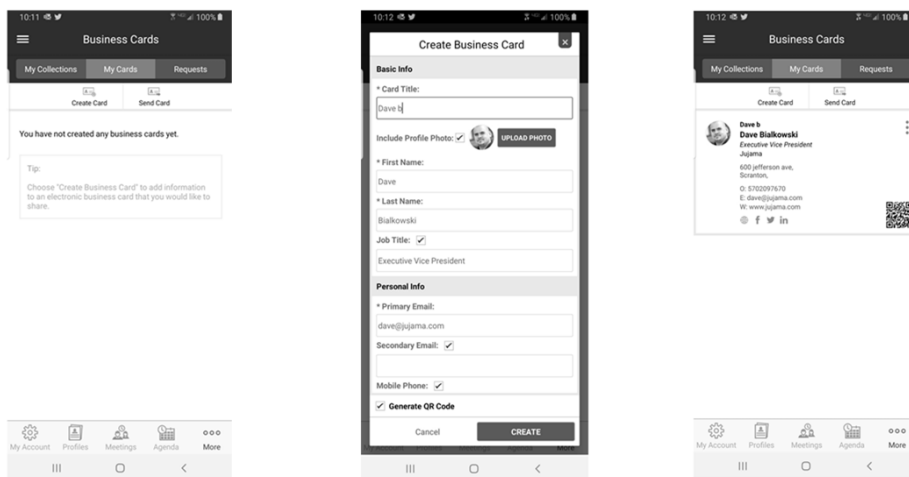


How to do business cards in AUTM Connect

- Creating and sharing digital business cards. To do this you would
 - Click on the “Business Cards” tab in the mobile app
 - When you click to create a card, it will populate with your registration data, which you can edit and then save
 - You can then share your card by clicking on “My card/share card” or Click on “Requests” to request cards from others at the meeting



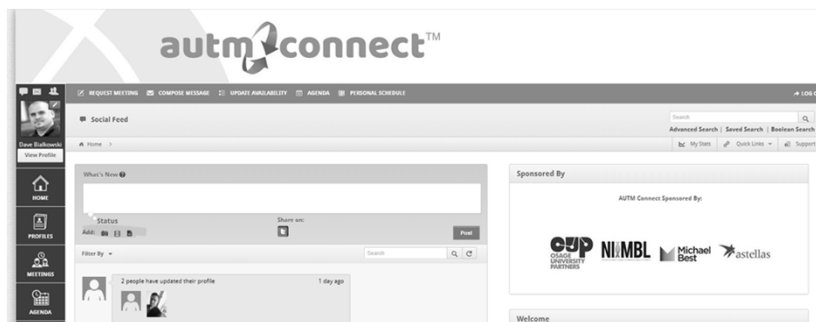
Business Cards in the Mobile App



How to upload a PPT and/or other files in AUTM Connect

Two options:

1. Post it on the Social feed by clicking on the icons under where you post your comments. This way everyone can see what you are posting
2. Go to your main profile page on the desktop portal to upload



Uploading a file under your profile

- Click on “View Profile” in the upper left-hand corner in the desktop portal.
- You can access your content or upload new content on the right-hand side of your profile page by clicking on the plus symbol.

The screenshot shows the autmconnect desktop portal. The top navigation bar includes links for REQUEST MEETING, CONTACT MESSAGE, WHATS AVAILABLE, AGENCY, and PERSONAL DASHBOARD. The main content area is titled 'My Profile' and features a sidebar with navigation options like HOME, REQUEST, MEETINGS, AGENCY, SPONSORS, and CONTACTS. The profile card for Dave Bialkowski, Executive Vice President at iSigma, is displayed. To the right, the 'My Documents, Videos & Notes' section contains a table with columns for Type, Date, Posted By, and Description. A plus sign icon in the top right of this section is circled, with an arrow pointing to it from the right. Another arrow points to the 'View Profile' button in the top left corner.

Type	Date	Posted By	Description
Documents			
Documents			
Documents			
Documents			

In Summary

To do before the meeting:

- Create Profile
- Create Business Card
- Upload presentations describing your interests/what you have to offer
- Schedule Meetings

While at AUTM 2020:

- Share e-Business Cards
- Check schedule
- Send messages to attendees
- Reschedule meetings if necessary



Now that we know how to use AUTM Connect...what should we do?



Reaching out to Companies of Interest

- Reach out to companies that align with your interests
- Have a technology or researcher in mind
- Quality over quantity
- Be specific
- Introductory meetings are o.k. too
- Some companies receive many requests
- You represent your institution



Game Day – Winning Based on Preparation

- Be Prepared!
- Come with specific opportunity(ies) to discuss
- Research the company you will be meeting with
- 30 minutes goes by quickly, so be on time
- If you can't attend, please inform your colleague
- Take good notes



The Party's Over, Now What?

- Your inbox is overflowing, but you've made some great contacts, now what?
- Follow up is key to making the event worthwhile
- Possibly send emails to your institution at the end of each day during the meeting to get the ball started



Maintaining/Fostering New Contacts

- Create your own database of contacts and their licensing interests as a reference for future opportunities
- Don't wait until the next AUTM to reach out to your new contacts



Other Partnering Resources

- AUTM Website Tool Kit:
 - NEW! Marketing to Industry Toolkit Checklist
 - Toolkit for Industry / Academia / Pharma
 - Toolkit for Industry / Academia / Non Pharma
- Tool Kit can be found at:
<https://autm.net/surveys-and-tools/tools/marketing-to-industry-toolkit>



Marketing to Industry Tool Kit

Marketing to Industry Toolkit Checklist



Identify and Research Potential Industry Partners

- Search the AUTM Membership Directory for easy access to the relevant people to approach within your list of potential industry partners
- Familiarize yourself with the companies using the links provided in their AUTM membership profile and:
 - Determine specific interests of the company
 - Confirm the relevance of your technology to the company
 - Learn about the company's submission platform

Prepare a Customized Deck of Information Relevant to the Company

- Provide as much information as possible about your technology. See the templates for submission in the AUTM Marketing to Industry Toolkit.
- Mention possible applications for the technology, what problem is the technology solving, the Need.
- Highlight the innovation/how is the technology novel, differentiators from current market solutions or competing technologies.
- Include experimental data. **Include soft copies of publications and links to patents.**
- Provide previous research funding information and any commercialization limitations.
- There is no need to expand on or describe the market. A good guideline to go by is: 80% on the technology; 20% on the IP status of the research, researchers, institution, etc. The more experimental data the better.
- If possible, provide access to the inventor. Industry and the commercialization process may benefit from direct access.

If Submitting Via Email

- Copy others within the company on the email, as needed, so everyone is aware of the process and no time is wasted.
- Use an enticing subject line in the email to pique interest and easily trace the topic.
- Provide a brief description of the technology within the email.
- Reference the company's interests you've researched and found and describe the advantages of your technology.
- Make sure the person sending the email on behalf of the university will be available 3 months from now for follow-up.
- Follow up!** Don't send an email and forget about it. There are many reasons why you may not receive an immediate response: message was stopped by firewalls, roles changed internally, your contact is traveling for business or looking for the most relevant person, etc.



Toolkit for Industry / Academia / Pharma

Title of Opportunity:

Brief Description of Asset/Technology:

Therapeutic Rationale:

Asset Description:

Asset/Technology Type:

Competitive Landscape:

Stage of Development:

In vitro data:

In vivo data:

Investigator Information:

ADME & Safety data:



Contact Us:

Intellectual Property:



Toolkit for Industry / Academia / Non Pharma

Title of Opportunity:	
Brief Description of Asset/ Technology:	
Rationale:	Description:
Applications:	Competitive Landscape (Optional):
Stage of Development:	Intellectual Property:
Investigator Information:	Publications:
Contact Us:	Website:

Other Ways to Connect and Collaborate at The Annual Meeting

- **AUTM Connect Partnering Place** – Sunday, March 8th through Wednesday, March 11th
 - Sunday – 1:00 p.m. - 7 p.m.
 - Monday – 7:00 a.m. – 5 p.m.
 - Tuesday – 7:30 a.m. – 5 p.m.
 - Wednesday – 7:30 a.m. – 3:30 p.m.
- **Industry/Academia Connect and Collaborate** - Monday, March 9
 - Part 1 - 1:45 – 3:15 p.m.
 - Part 2 – 4:00 - 5:30 p.m.
 - Reception & Exhibits 5:30-6:30 p.m.
- **Oncology and Research Tools Partnering Forum** - Tuesday, March 10th, 2:00 – 5:30 p.m.
- **Other ways to meet industry reps**
 - Attend Group Receptions, Luncheons and Coffee Breaks

[https://autm.net/annual-meeting-\(1\)/highlights-and-networking](https://autm.net/annual-meeting-(1)/highlights-and-networking)



Questions?

- What can industry do better in terms of the partnering meetings?
- Questions for the Industry Representatives?
 - Alisa Band, Israel Chemicals (ICL)
 - Kim MacMartin-Moglia, Inova Diagnostics
 - Sharon Semones, Eli Lilly Pharmaceutical
 - Kevin McCreight, Eastman Chemical Company



THANK YOU!

