

Innovate with your Alumni: Leveraging Relationships for Future Partnership



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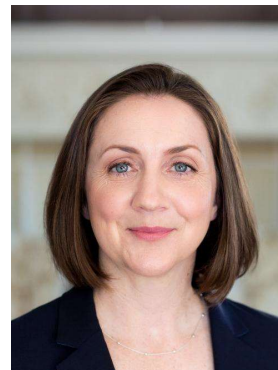
Speakers



Michael Poisel
PCI Ventures
University of Pennsylvania



Dan Benderly
Innovation Ventures
Rutgers University



Kara Moore
Corporate Engagement Center
Rutgers University



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Agenda

- Context – Penn, Rutgers overview
- “Insight into the Mind of an Advancement Officer”
 - Rutgers Corporate Engagement Center
 - University Advancement
- How we partner
 - Rutgers Innovation Ventures
 - PCI Ventures Programs
- Tools & Tips



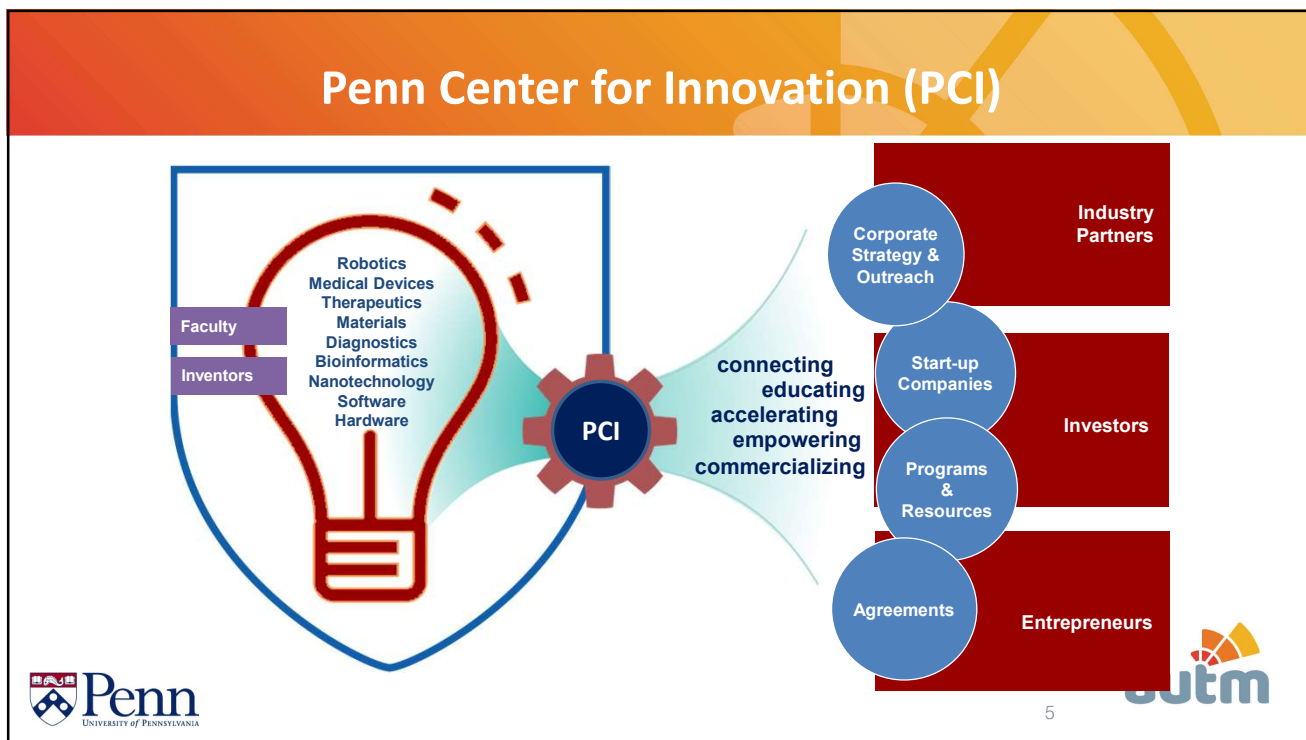
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UNIVERSITY OF PENNSYLVANIA

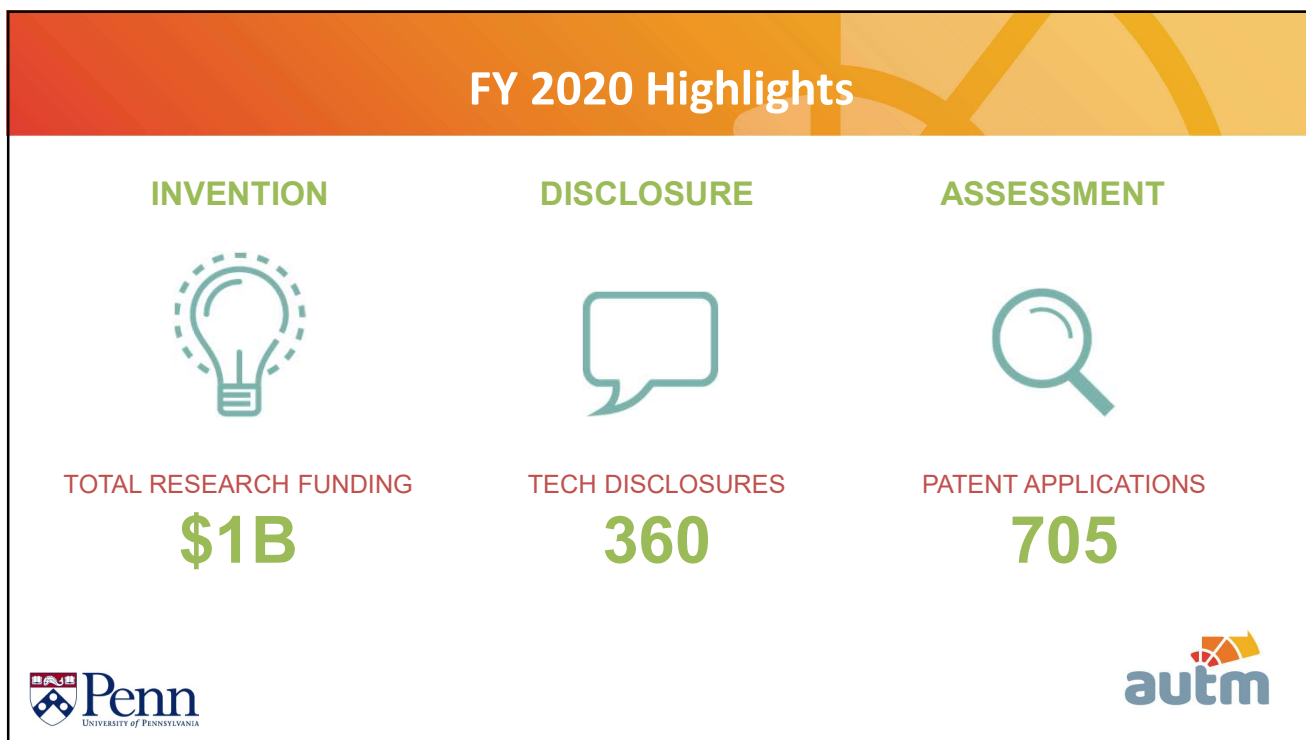
- **Urban campus** co-located on 12x8 city blocks
- **12 schools:** arts and sciences, engineering, medical, dental, veterinary, nursing, law and business
- ~24,000 students
- ~1,100 postdocs
- ~4,500 faculty members



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FY 2020 Highlights

PROTECTION



PATENTS ISSUED

84

COMMERCIALIZATION



SPINOUTS FORMED

14

FUNDING



SPINOUT FUNDING

\$590M



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PCI Ventures Programs



- Virtual incubator for faculty/staff companies built around Penn intellectual property
- Bridges the gap between basic research and commercial products through a fully hands-on approach, an array of service offerings, coaching, and funding strategies
- Ideal for those interested in being entrepreneurial but do not have the time or expertise to be entrepreneurs



- Advisory services provided for companies that do not request our full hands-on approach but that want access to the Penn venture ecosystem
- Offerings include: step-by-step venture acceleration manual, agreement templates, mentoring office hours, introduction to capital acquisition sources
- Ideal for those that have the time and means to be entrepreneurs and need minimal ongoing support



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Revolutionary

NEW JERSEY

Manhattan
Brooklyn
Staten Island

Rutgers University—Newark
Rutgers Biomedical and Health Sciences at Newark

Rutgers University—New Brunswick
Rutgers Biomedical and Health Sciences at New Brunswick/Piscataway

Rutgers University—Camden

President Barack Obama: Rutgers "... what might just be America's most diverse student body..." Commencement Address, May 2016

1766 Founded in as Queen's College

- Public state university
- 3 New Jersey Locations
- 4 Chancellor-led Units
- Internationally recognized comprehensive research university
- Renowned faculty and award-winning students
- Focused on education, innovation, and community
- Diverse student population, from 50 states and 125 countries

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By the Numbers

- 71,000** students from 50 states 125 countries
- 300+** research centers and institutes
- 29** schools and colleges
- 150+** Undergrad Majors
- 400+** grad programs
- 18,000+** degrees awarded annually
- 530,000+** living alumni
- 8,700+** Faculty 14,900+ staff
- 25,000** classes taught annually

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Revolutionary

...MORE than ALL NJ universities combined!

Rutgers Research by the Numbers

- \$750M+ R&D expenditures (50% life sciences)
- \$14M+ Annual licensing revenue
- 1,350+ Researchers with awards
- 891 Sponsors of research
- 300+ Research centers and institutes
- 245+ Global patents issued
- 227+ Industry collaborations
- 70+ Awards >\$1M+

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Rutgers Innovation Ventures – Fast Facts (FY20)

- 68 Licenses & Options signed
- 182 Invention Disclosures
- \$16.2M in Licensing Revenue
- 883 Active License Agreements
- 358 Global Patents Filed
- 1,260 Active Technologies
- 108 Global Patents Issued

innovate.rutgers.edu

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Rutgers Innovation Ventures

<p>IP</p>  <ul style="list-style-type: none"> ✓ <i>IP process and timelines</i> ✓ <i>IP related compliance</i> 	<p>Licensing</p>  <ul style="list-style-type: none"> ✓ <i>NOI evaluation</i> ✓ <i>Industry outreach</i> ✓ <i>Agreement negotiations</i> 	<p>New Ventures</p>  <ul style="list-style-type: none"> ✓ <i>Start-up support</i> ✓ <i>TechAdvance & HealthAdvance</i> ✓ <i>I Corps</i> 	<p>Finance & Compliance</p>  <ul style="list-style-type: none"> ✓ <i>Agreement compliance</i> ✓ <i>Revenue collection & distribution</i>
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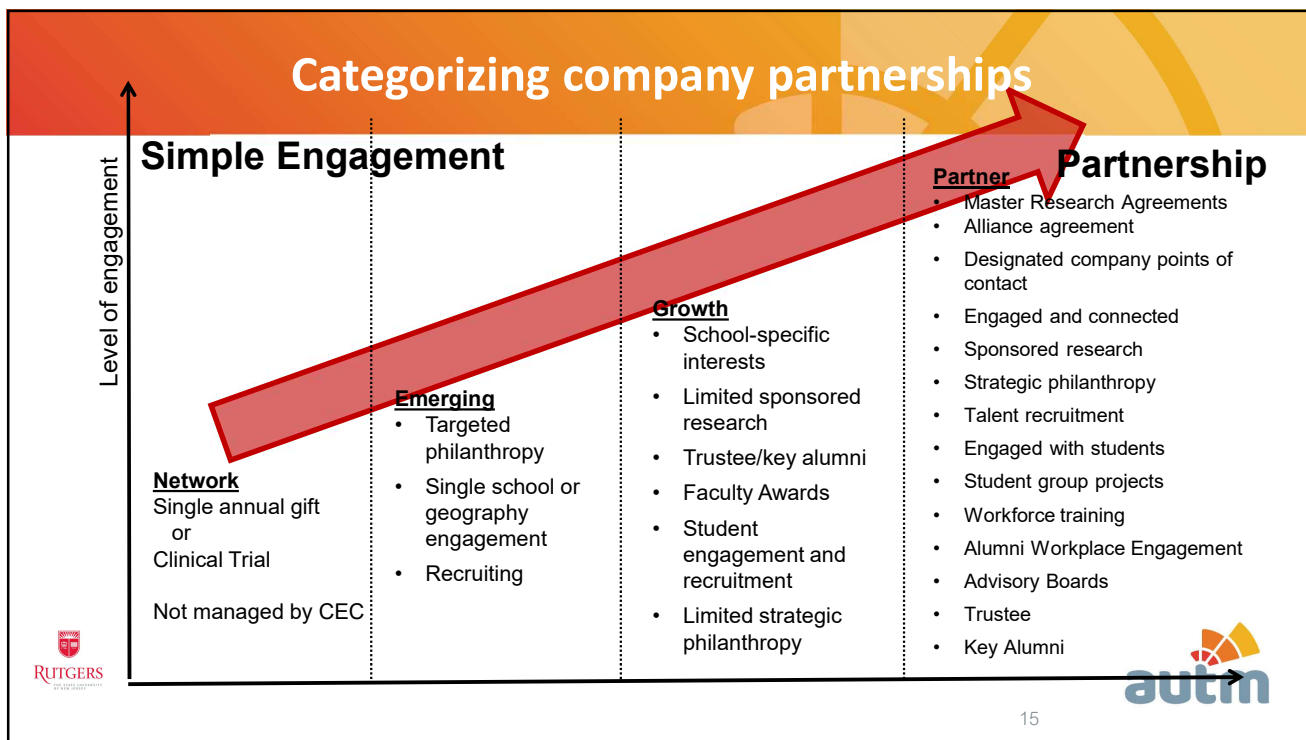
Corporate Engagement Center

Corporate Engagement Center works on engaging industry across a variety of touchpoints

- Strategic philanthropy and sponsorships
- Research collaborations
- Innovation and entrepreneurship
- Licensing of technology
- Leveraging public-private-government partnerships
- Use of research and specialized facilities
- Technical and research expertise
- Recruitment of students
- Specialized training
- Advisory boards

Reports to:
Rutgers University Foundation **AND**
Office for Research





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Alumni Relations/Advancement Offices

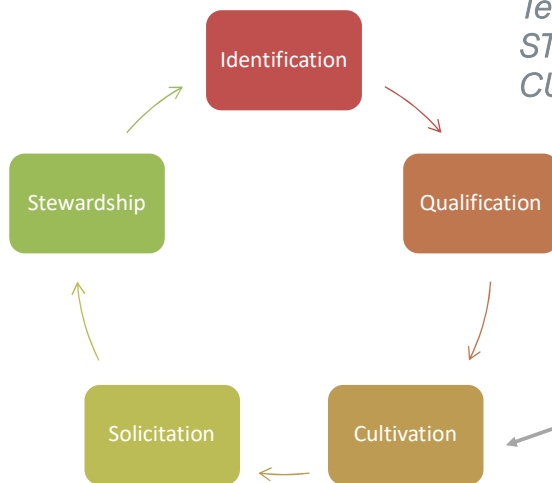
<p>Goals of the Office</p> <ul style="list-style-type: none"> Generating philanthropic support for students, faculty, research, academic, and vocational programs Advising and guiding donors, connecting their passion with institutional priorities Engaging alumni and volunteers in the life of the college or university Building and creating partnerships with business to drive workforce 	<p>Structure</p> <p>Units</p> <ul style="list-style-type: none"> Central School Region <p>Managed Prospects</p> <ul style="list-style-type: none"> Champions for the institution Interest in a specific cause Capacity to give
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RUIGERS

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Donor Fundraising Cycle

Maintain a strong connection through recognition and personal engagement.



Tech Transfer is an excellent STEWARDSHIP and CULTIVATION vehicle

Building the relationship and offer the donor a variety of engagement opportunities.



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Alumni Relations

Serves as a liaison between the alumni and the University

- “Friend-raisers”
- Coordinate with development officers in alumni giving
- Promote interaction between the University and alumni
- Host alumni events on and off campus



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Alumni Engagement Metrics

RFM Score

- Recency – How long has it been since this donor gave?
- Frequency – How often does this donor give?
- Monetary – What is the average size of this donor's gift?

Alumni Engagement Metrics (Rutgers)

- Go – Attendance at Events
- Give – RFM variation
- Help – Alumni who volunteers (career services, admissions, etc.)
- Connect – online actions, feedback, etc.



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Innovation Ventures + Corporate Engagement



Areas Seeking External Partners

Licensing/Sponsored Research

Industry Feedback/Expertise

- Technology Evaluation
- I Corps Interviews

Reviewers

- TechAdvance
- HealthAdvance

Mentors

- I Corps
- HealthAdvance
- EIRs



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How we are partnering



Weekly Meetings

CEC meets weekly with Innovation Ventures team



Target Alumni

Utilizing Alumni Engagement Metrics / Functional role within Industry



Industry calls

Participate together



Managed Prospects

Tool for stewardship
Non-monetary ask



RUAAs Webinar

Highlighting Innovation Ventures



Alumni Database

Access being granted to Innovation Ventures team to alumni database



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Alumni Engagement

Partner with University Development Office

- Innovation Campus Tours for Alumni
- Alumni Club Speaking Tours
- Alumni Angel Investing Groups

Direct Involvement

- Entrepreneurs
- Advisors
- Mentors in Residence
- Board Members
- Investors (Angels)



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Tools & Tips

How do I find my alumni?

- Foundation Alumni Database
- LinkedIn Sales Navigator
- Academic Analytics Alumni Insight

What can I do next?

Meet with your Advancement office

- Create process of communication for Front-Line Officers and Licensing Managers
- Offer an information session to share external partner needs
- Host a webinar to alumni around a technology theme or startup

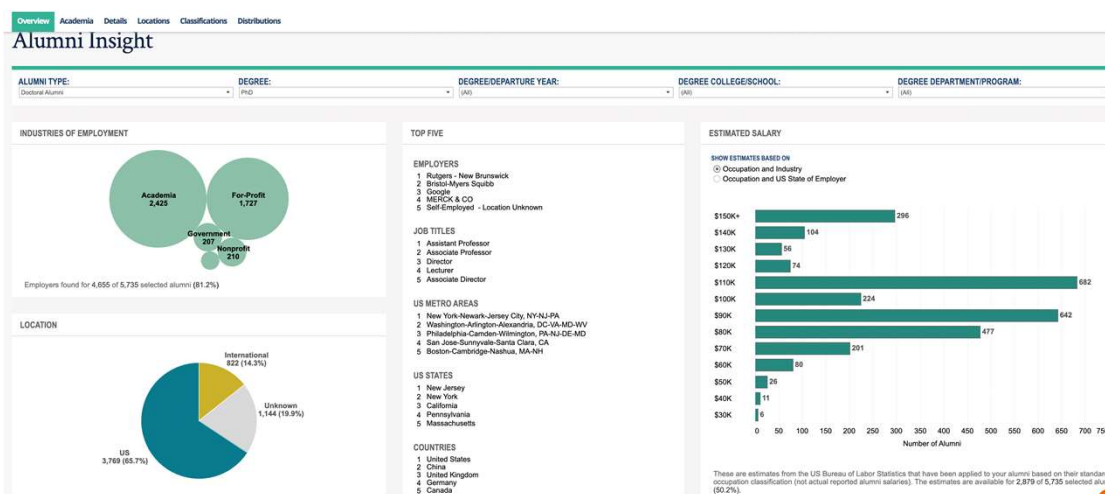
Seek out alumni champions

- They are willing to help make introductions!



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Academic Analytics Alumni Insight



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