How to Attract Industry Partners

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Transforming Ideas into Opportunities

Introducing Today's Speakers

John Currie

IBM

Ellen Derrico

Derrico Consulting

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How to Attract Industry Partners

Introduction – Your Speakers

John Currie

Corporate – HP, DEC

R&D Commercialization – SRI/Sarnoff

Consulting – Startup Advising/Investing

Entrepreneur – Startup Operations

Corporate – IBM Research

Ellen Derrico

R&D – Searle (Pfizer)

Sales – Dionex (Thermo), HP, Salesforce

Marketing – SAP, HP (Agilent), LabVantage, TriPath, Fast Track (Medidata), IQVIA, BioPort (Emergent), Proscia

Consulting – Startups, Mid-tier, Enterprise

Market/Bus Dev – Qlik, RES (Ivanti), SpringML

Agenda

- First Principals – The basics of attraction
    - Audience
    - Market
    - Creating the win-win

- Tips, Tricks, and Real-world Examples
    - What works?
    - What doesn't?
    - Examples

First Principals – The Basics of Attraction

Know your Audience!

- Targets
    - Primary, secondary, tertiary
    - Type/role: economic decision maker, end user, other decision maker, influencer, investor
    - Persona: how are they motivated, what is their personality, their goals, their style

- What's keeping them up at night?
    - Unsolved problems/target
    - Cost of problem
    - What do they currently do about the problem?

Know your Market!

- Size
    - Market potential
    - Competitors
    - Market share
- Geography
- Target customers
    - Enterprise, mid-market, SMB?
    - Defined industry area?
- Solution uses
    - Primary – first use
    - Secondary – growth opportunity

Creating the win-win

- Remember the 4P's of marketing (product, price, place, promotion)?
- Unique value proposition
    - Messaging by persona
    - 30-60 second elevator pitch
    - The 3-minute pitch
- Differentiation
- ROI
- What else is in it for them?

Tips, Tricks, and Real-world Examples

Tips, Tricks, Examples

RUTGERS TechAdvance Projects:

- Highly Defective Graphene

- Polymer Matrix Composites / Barrier Resistance

- Polymer-Grade Propylene / Adsorption

- Autonomous Wheelchair

- Immersive Real World Learning

SPECIFIC TACTICS:

1) *Which ONE Segment?*

2) *Which CO.'s to approach?*

3) *WHO (role) do you approach?*

4) *HOW do you approach?*

Interactive Q&A

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Thank you!