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.