

COMMERCIALIZATION COACHING LIST

- 1 Understand the Differences**
Industry-sponsored research is different from federally funded research. Understand that the project may not be as intellectually stimulating or scholarly (more application-focused than fundamentals). The project may also be a tight scope of work and a shorter timeline (typically 6 months to 1 year).
- 2 Do Your Homework**
What are trends in the target industry? Determine current problems and how your research and expertise can be used to resolve them.
- 3 Determine Your "Fit"**
How will you interact with industry? Collaboration, specific testing, use of specialized equipment, etc.? You need to know how you "fit" into the company's current research strategy. Make sure you understand who will be doing the work and delivering on the project (yourself, graduate students, postdocs, research scientists). Do the current skill sets available align with the needs of the project?
- 4 Protect Yourself**
Before reaching out to industry, discuss the use of a non-disclosure agreement (NDA) with the Office of Intellectual Property Optimization (IPO). Determine how much of your idea or technology to disclose in conversation.
- 5 Build a Network to Promote Yourself and Your Technologies**
Publish papers, give presentations, and speak at conferences. Get the word out about your expertise and research. Try to connect with technical people from industry, which will allow you to better tailor your research pitch.
- 6 Prepare a Simple Pitch**
Be able to concisely and non-technically pitch your expertise and research. Focus on how you can bring value to the company by solving a problem. Have an idea of the resources (time, funding, equipment) needed to solve their problem.
- 7 Don't Promise the Moon**
It is easy to get caught up in all the potential work that you can do for a company. However, remember that companies want tangible results, not to understand the basic science. Focus on pointed research, clear outcomes, and deliverables.
- 8 Keep IPO in the Loop**
As your relationship with a company evolves, be sure to keep IPO up-to-date on the status. IPO can provide not only agreements, but also best practices when dealing with companies. IPO can also assist in company conversations and negotiations.
- 9 Shift from Transactional to Strategic**
Listen to feedback from the company to better develop the relationship. Provide excellent customer service and regular communication to become more collaborative. You want to be viewed as a trusted resource.
- 10 Be Collaborative within Rensselaer**
Leverage other resources, research, and expertise within Rensselaer to assist the company in reaching its goals. This increases the chances that the relationship will become more strategic and collaborative.

