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# *ERC ILO Retreat 2016 Presentations*

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# Marketing and Communication Best Practices

10 - Marketing, Sales and Communications - Separate but linked

9 - The easiest partner to get is the one you already have

8 – Set an expectation of all ERC faculty/universities in recruitment

7 - Engage your current partners in recruitment

6 - Don't start with a white sheet to discussing value proposition

5 - Engage multiple levels in companies

4 - Set a communications schedule (before they threaten to quit)

3 - Don't over promise and under deliver

2 - Help your company champions sell to their leadership

1 - Partners need to see this as an investment, not a fee

# Working with Tech Transfer – Making the Most of IP

- 10 - Manage expectations on all sides
- 9 - Understand everyone's motivations and needs
- 8 - Establish process - ERC's are different; TT offices are slammed
- 7 - IP is only one part of commercialization - bring partners together
- 6 - Play defense - Faculty and student IP training
- 5 - Play offense - Faculty and student IP training
- 4 - Understand the value of IP fencing
- 3 - The ILO must manage the IP process and timelines
- 2 - Understand the TTO perspective; Use the IAB to vet opportunities
- 1 - Don't rely on IP for sustainability

# Sustainability

- 10 - Don't rely on IP for sustainability
- 9 - Look to engage a replacement (NIH, DOD, I/UCRC, NFPA)
- 8 - Don't start sustainability planning too late - or too early
- 7 - Prepare your IAB to serve as your partners
- 6 - You'll quickly learn who's in the foxhole (faculty and IAB)
- 5 - Education programs are tough
- 4 - University continued dedication of facilities 3+ years on
- 3 - Uniquely educated student pipeline even more important
- 2 - Fit within a larger university strength can leverage resources
- 1 - Probably the toughest thing you'll take on as an ERC



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