

INDUSTRY PARTNERSHIP BASICS 101

HOW TO TAKE YOUR IDEA FROM MIND TO MARKET



THE STEPS OF
BUILDING PARTNERSHIPS



DEVELOPING YOUR
SALES PITCH



IDENTIFYING FUNDING
YOUR QUESTIONS ANSWERED



WHO CAN HELP?
CONTACT INFORMATION



Lakehead
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Office of
Innovation, Partnerships
and Economic Development

STEPS TO BUILDING SUCCESSFUL RESEARCH PARTNERSHIPS

STEP 1: COMMUNICATE YOUR RESEARCH OBJECTIVE CLEARLY. DEVELOP A 1-PAGE **'SALES PITCH'**

DEVELOPING YOUR SALES PITCH

- DEFINE THE PROBLEM
- YOUR STRATEGY TO SOLVE THE PROBLEM
- POSSIBLE OUTCOME/SOLUTIONS
- KEY BENEFITS OF THE PROJECT
- KEEP IT CONCISE!

STEP 2: CLEARLY IDENTIFY THE 'ASK' AND VALUE-PROPOSITION TO INDUSTRY

WHAT'S IN IT FOR THEM?

VALUE-PROPOSITION TO INDUSTRY

- KEY BENEFIT TO PROSPECTIVE PARTNERS
 - EXAMPLES: HQP, POSITIVE PR, SOLVING BUSINESS CHALLENGE, POSSIBLE INNOVATION/COMMERCIALIZATION
- BE SPECIFIC WITH YOUR ASK
 - (WHAT DO YOU NEED FROM THEM SPECIFICALLY?)
 - EXAMPLES: IN-KIND SUPPORT, LETTER OF SUPPORT, FINANCIAL CONTRIBUTION, STUDENT PLACEMENT OPPORTUNITIES, SUPPLIES OR SAMPLES, ETC.

STEP 3: IDENTIFY THE RIGHT **FUNDING STREAM** AND PARTNER REQUIREMENTS

STEP 4: FIND THE RIGHT CONTACT WITHIN THE ORGANIZATION AND **REACH OUT**



THE SOONER THE PROCESS IS STARTED, THE BETTER. WE RECOMMEND AT LEAST **A MONTH** AS IT TAKES TIME TO SET UP MEETINGS, DISCUSS PARTNERSHIP OPTIONS AND GET LETTERS OF SUPPORT.

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