Securing Industry Partnerships for the Enterprise Program

I. Identifying prospective partners / sponsors

II. Program marketing, promotion, and presentation

III. Securing support – ‘closing the deal’
I. Identifying Prospective Partners

- Connection to Michigan Tech is key
- Active solicitation as well as responding to industry interest
- Regionally...going where our students go
- Mainly medium to large sized businesses, but some small firms
- Local industry limited
- Coordination with Office of Development

- Career Fair Participants
- Michigan Tech Alumni
- Regional Networking (MI, WI, MN,...)
- Professional Networking - Societies/Conferences
II. Program Marketing, Promotion, and Presentation

- Marketing materials
  - website, brochures, Expo booklets, information packets
- Promoted as an educational program
  - access to students
- Managing sponsor expectations up-front
  - Anticipated outcomes vs. ‘deliverables’, IP rights, etc.
- Flexible funding model enables broad participation
  - Inventors to Fortune 500 firms
III. Securing Support – ‘Closing the Deal’

- Desire to support
- Funding & commercial issues
- Time commitment
- Timing
- Suitable Projects

- Identifying all stakeholders (HR, Engineering, Sales) is key
- Funding levels, budget cycle, corporate vs. foundation funding, etc.
- Time often more critical than $$...interaction with students and teams
- Never too early to start planning...academic calendar vs. business calendar issues
- Match to the right Enterprise, student interest, value to sponsor

Centralized structure and standard processes ensure consistent approach with partners/sponsors