

UNIVERSITY
of GUELPH

CHANGING LIVES
IMPROVING LIFE

Catalyst
Centre

Industry Liaison Program

June 12, 2012

Catalyst Centre

**Technology
Transfer**

Industry Liaison

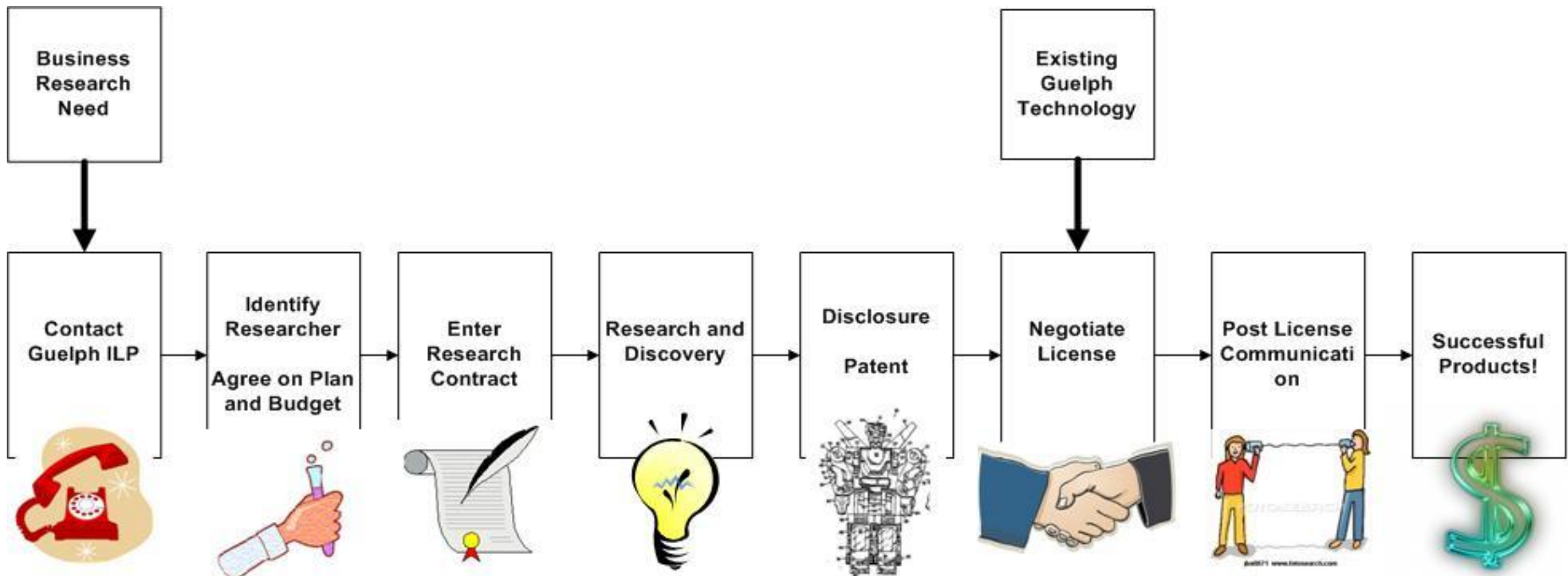


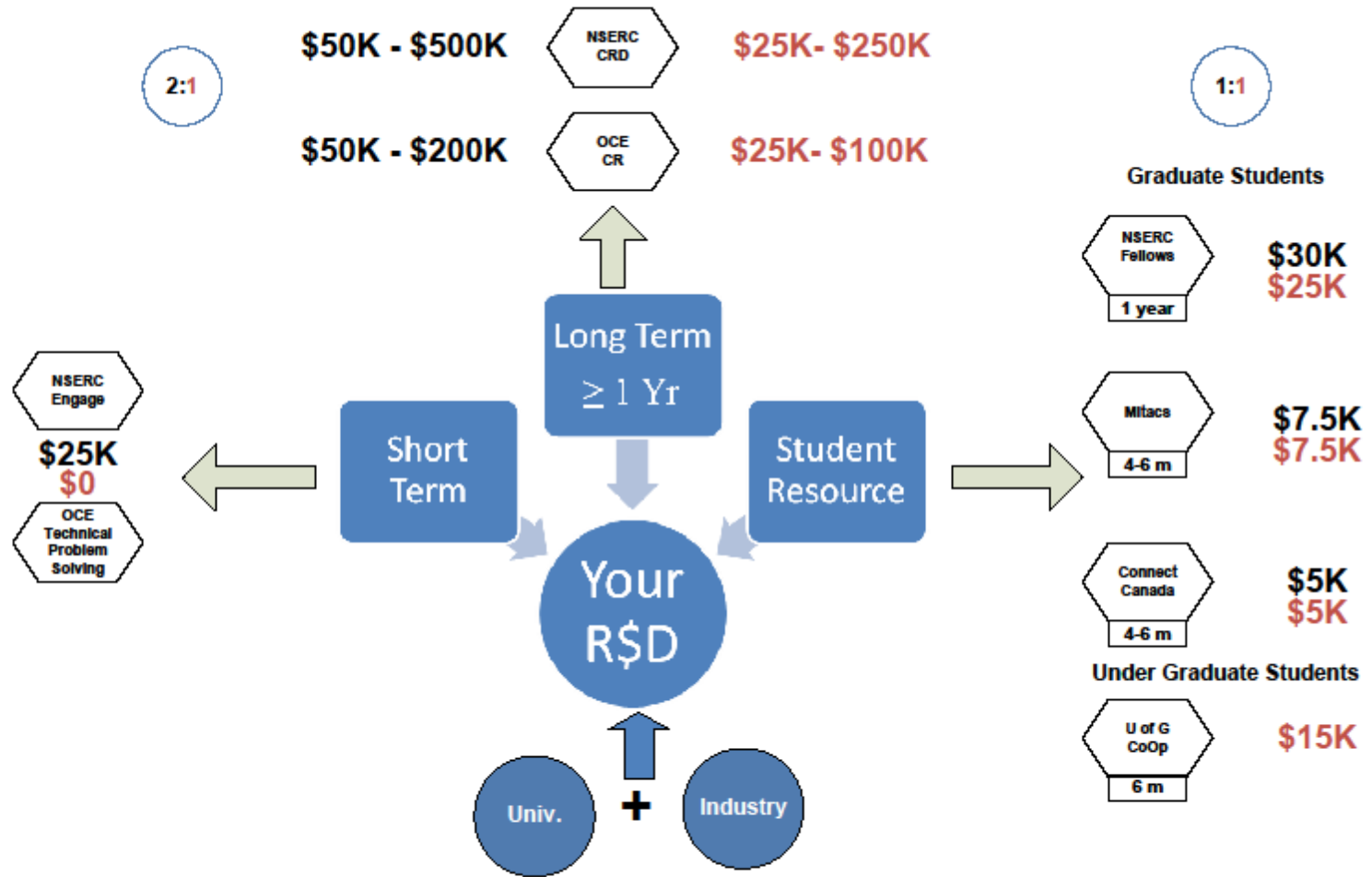
Industry Liaison

**“None of us in the room are as smart
as all of us in the room”**

Clay Shirksy

ILP & TT Process





Industry Cash Contributions shown in ■

Industrial Liaison Program

- Modeled after MIT's program
- Assigned an Industrial Liaison Officer (ILO)
 - Understand your business and growth objectives
 - R&D challenges & Objectives
- Matches your business needs with relevant University researchers and resources
- Helps create projects and identify funding sources
- Facilitates customized interactions to help your company meet its research objectives
- Helps ensure your projects are kept on focus, on time and on budget

- Your ADVOCATE at U of G.

Key Points

- START PROCESS EARLY!!
- Leverage University resources, science and research expertise to help your business
- Business investment can be leveraged to gain access to government funds
- License agreement negotiation is collaborative and responsive
- Help turn University research into real world solutions to existing societal problems

enhancing
productivity
in commercialization