

## Building Industrial Partnerships Workshop

### Workshop Measurable Goals:

- To recruit and train up to six faculty members from GSBS, TCOM, SPH and SHP to participate in a workshop designed to assist UNTHSC researchers leveraging potential private sector research partners. State and federal programs designed to catalyze public-private partnerships will be highlighted (SBIR, STTR, GOALI, CPRIT, PFI, ETF, etc.)
- This is a hands on interactive workshop. Participants will spend approximately half of the sixteen hour course time practicing skills and working with instructors. At the end of the workshop each participant will have developed new knowledge specific to their individual technical competencies and scientific expertise, including:
  - ◆ Enhanced awareness about private sector sponsored research opportunities
  - ◆ Key skills for reading and searching the patent literature
  - ◆ Increased knowledge of resources to aid in market research
  - ◆ A one page draft flyer for promoting collaboration
  - ◆ A better understanding of how to communicate with the private sector
  - ◆ Efficient strategies for identifying potential private sector partners
  - ◆ An initial list of private sector contacts for possible follow up
- The long term goal of this workshop is to provide UNTHSC researchers with the skills needed to identify and pursue sponsored research opportunities with private sector partners.

### Selection of Participants:

- General announcements will go out to all faculty, department chairs and deans. Interested faculty will need a letter of support from their chair to make the time commitment. If more than six applications are received each dean will need to work with chairs to rank participants from their school.
- Interested participants must complete an Industrial Partnership Workshop application form.

Topics Covered	Competencies Achieved	Deliverables
Overview of Opportunities & Selected Programs	Enhanced awareness about sponsored research opportunities with the private sector	An understanding of SBIR/STTR, GOALI, CPRIT, PFI, ETF program requirements
Knowledge Resources: Patent & Market Info	Key skills for reading and searching the patent literature Increased knowledge of resources to aid in market research	Results from guided searches using internet resources available to PI
Communicating with Industry	An appreciation of the importance of understanding market need An understanding of describing technology features and benefits	An identified technical competency that might form a basis for collaboration A draft one page flyer for promoting collaboration
Identifying Partners	Efficient strategies for identifying potential private sector partners	An initial list of private sector contacts for possible follow up

### Instructors and Timeline:

- The course will be led by instructors affiliated with the UNT Health Science Center Office of Technology Transfer & Commercialization, each with at least 10 years of private sector experience.
- This is a hands on work shop that will be scheduled for four half days over a two week period