

Doing Business with MIT

Tony Knopp
MIT Industrial Liaison Program
September 2008

Why Industry Comes to Academia

- Expose company to leading-edge expertise and technology
- Gain insight from internationally-recognized experts
- Strengthen strategic decision-making
- Leverage academic research to investigate company's questions and develop novel solutions to problems
- Recruit future company leaders

- Private research institution
- 10,200+ students (6000+ graduates, 4000+ undergraduates)
- 992 professors, 2800 full-time researchers, 2000+ administrative staff
- 5 schools (Engineering, Science, Management, Architecture & Planning, Humanities, Arts & Social Sciences)
- Operates Lincoln Lab - a US government laboratory
- All fields of science/technology
- FY 2006 budget - \$2.18 billion
- MIT Campus - \$590 million/year in research (Industry \$94M-16%)
- Lincoln Lab - additional \$611.1 million/year - 99% federal government supported
- 24 academic departments
- 90+ labs, centers & programs

Solving Real-World Problems - Technology Transfers

MIT INDUSTRIAL LIAISON PROGRAM

- 63 Nobel Prize winners
- MIT research seeks practical impact and often leads to commercial value
- Commercial impact
 - 4000 MIT related companies employ 1.1million with annual world sales US\$232 billion (Source: BankBoston Economics Department Special Report, 1998)
- FY 2006-Vibrant patenting/licensing activity-
 - 523 new invention disclosures, 321 patent applications, 121 licenses issued
 - Over 800 active licenses
 - 23 start-up companies/ year with licensed MIT technology

Industrial Liaison Program (ILP) Facts

MIT INDUSTRIAL LIAISON PROGRAM

- Founded in 1948
- Worldwide industry membership
 - More than 50% outside North America
 - broad range of industrial sectors-traditional and high-tech
- The ILP is industry's chief gateway and guide to MIT
- Provides expert counsel on building productive partnerships
- Develops customized, cost effective programs
 - assess, address strategic research needs
 - facilitate faculty, researcher interactions
 - monitor emerging technologies and innovative management practices

ILP Services, Products and “Deliverables”

MIT INDUSTRIAL LIAISON PROGRAM

➤ Industrial Liaison Officer

- Professional who provides a highly-productive interface to help initiate, integrate and manage the company's interactions at MIT
- Account manager - Relationship overseer - *Search Engine* - Facilitator
 - knows the company's people and business, and needs of stakeholders
 - knows MIT and its resources
 - helps interest MIT people in meeting with and working with the company
 - provides an easy-to-use central point of access to MIT information and interactions for anyone in the company

➤ Facilitated access to MIT people, resources

- On-campus sessions with faculty and research staff
- Faculty visits to company sites

➤ Executive research briefings

ILP Services, Products and “Deliverables”

MIT INDUSTRIAL LIAISON PROGRAM

- **Symposia and conferences**
- **ILP website (members only)**
 - KnowledgeBase® - a user-searchable database on MIT faculty and researchers, 7,000+ research projects, and over 90 labs and centers
 - Digitized content from ILP events - Conferences and Speaker Series
 - ILP publications and working papers from faculty
- **Customized research reports**
- **Publications**
 - TechInsider, Technology Review, Books
- **Targeted help with recruiting**

Best Practices

- **Frequent visits to campus**
 - Problem-driven, exploratory, narrow, broad, individual meetings, roundtable, brainstorming
 - Leverage conferences & seminars
 - Make use of visiting scientist, engineers
- **Follow up / involvement / investment**
 - Consortia, Sponsored research, Visiting scientists/engineers
- **Strategic briefings for senior/research executives**
 - Theme or broad-brush approach, Networking opportunity across company division, businesses
- **Interactions with faculty**
 - Consulting and Training
- **Broadcast MIT/ILP offerings throughout company**
 - E-mail server, Intranet, Company's communication infrastructures