



Cornell Industrial Relationships



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Dean's Charge



1. Create a clear policy with rules and boundaries
2. Create templates for mutually beneficial interactions

Three Tasks



1. Document current policies and processes.
Summarize work of earlier studies.
2. Look at peers for best practices.
3. Research experiences working with Cornell to document what is working and what might be improved.

Policies and Past Studies



Rajit Manohar

Best Practices - Start-ups



1. Create partnerships, not just licensing agreements
 - Share equity between venture investors, founders, university and key faculty
2. Dedicate resources to value creation through commercialization
 - Minimize early stage negotiations
 - Minimize early stage payments
3. Maintain connections between university team and start-up
4. Remain flexible and be patient

Best Practices - Corporations



1. Strive to be a strategic partner with corporations
 - Focus on building relationships that extend beyond current interactions
 - Understand their problems and objectives
 - Look for mutually beneficial collaborations
2. Start small, quickly and easily.
 - Get an early win.
 - Provide models for growing the relationship.
3. Be reasonable with licensing.
 - Don't require too much when the risk is high
4. View the benefits to the university broadly
 - Recognize a variety of models for interactions

Working with Cornell



Dick Albrecht

Cornell Industrial Partnerships
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Discussion

