

# University – Industry Partnerships

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# Personal experience with business development

- Co-founder, Molecular Imaging Corp (now Agilent AFM)
- PI on 2 NIRT-GOALI awards with Motorola
- 29 issued US patents

# Tech Transfer: Why does it matter?

- Universities are national “knowledge” resources that should be as much a part of our infrastructure as the highway system
- Universities stay relevant by being embedded in the economy
- The best universities drive economic development
- Most of our impact (graduates, outcomes appreciated by taxpayers) comes through business (even the idealistic stuff: Nobel, Gates)

# University assets

- Time/Freedom to think
- Pool of students to churn ideas and pose questions
- Knowledge repositories
- Wide range of expertise available
- Open exchanges

# University liabilities

- “Ivory Tower” attitudes, tenure mentality.
- Ignorance about the business process
- Lack of collaborative atmosphere/training
- Lack of understanding of intellectual property
- Constraints of “public property” laws and bonding and tax status

# Some 'to-do' items

- Given a choice of problems, do I think of utility/societal impact?
- How can we train/work as a team?
- How can my lab partner with others?
- Implement IP agreements
- Do my students understand IP?
- Does my lab handle records professionally?
- What can I do about a problem? (Think like an investor).