

MIT Corporate Relations

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David Martin
Program Director



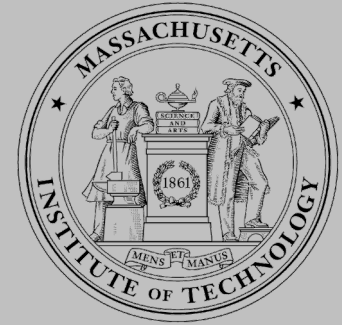
**Corporate
Relations**



Why Industry Comes to Academia

- Expose management to leading-edge thinking, technology
- Gain insight from internationally-recognized experts
- Strengthen strategic decision-making:
 - *development of new products and processes*
 - *implementation of innovative management practices*
 - *achievement of effective growth strategies*
- Create research synergies
- Recruit future company leaders

ILP Services focus on building strong, working industry relationships with MIT





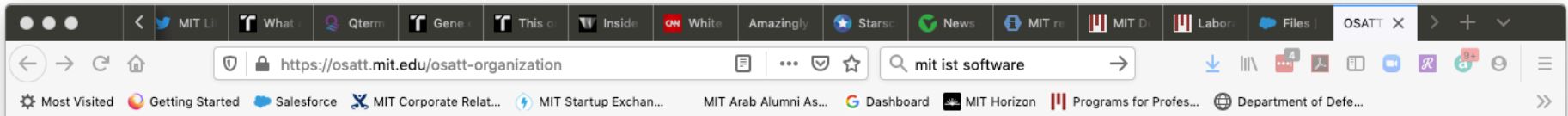
A history of collaboration and research success

- Currently, over 800 companies are collaborating with MIT researchers in creating new knowledge and making important gains against the challenges of our generation
- More than 30,200 active companies have launched based on MIT technologies, employing roughly 4.6 million people and generating nearly \$2 trillion in annual revenues.
- Over 1,900 startups are currently registered with MIT Startup Exchange which actively promotes collaboration and partnerships between MIT-connected startups and industry,

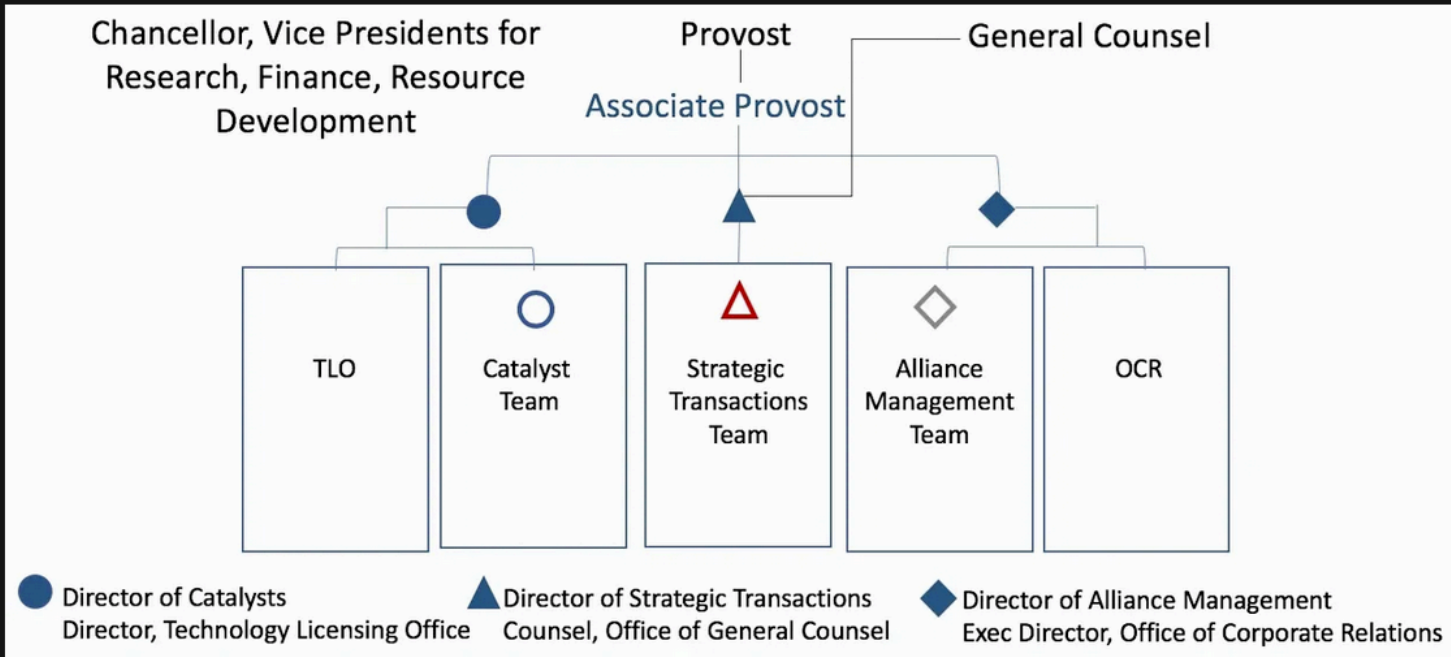
Companies that value MIT's culture of exploration and discovery reap the most benefits towards advancing their long-term business strategies.

Introducing OSATT

- MIT's new Office of Strategic Alliances and Technology Transfer (OSATT) coordinates the conversion of ideas to successful agreements for sponsored research and education programs, collaborations, and alliances with MIT faculty and staff.
- OSATT includes existing, successful MIT offices with new functions to further enable success:
 - *Catalysts to help develop and align research objectives between faculty and sponsors, Strategic Transaction Officers to develop research and collaboration agreements and Alliance Managers to ensure an ongoing, successful relationship.*
 - *The Technology Licensing Office (TLO) helps move innovations and discoveries from the lab to the marketplace.*
 - *MIT Corporate Relations aids and directs companies interested in multidisciplinary involvement with the Institute and offers industry access to MIT through two integrated programs, the MIT Industrial Liaison Program (ILP) and MIT Startup Exchange.*



OSATT ORGANIZATION



OSATT works closely with offices within MIT that hold expertise in internal research administration, relationships with external managers and donors, and finance

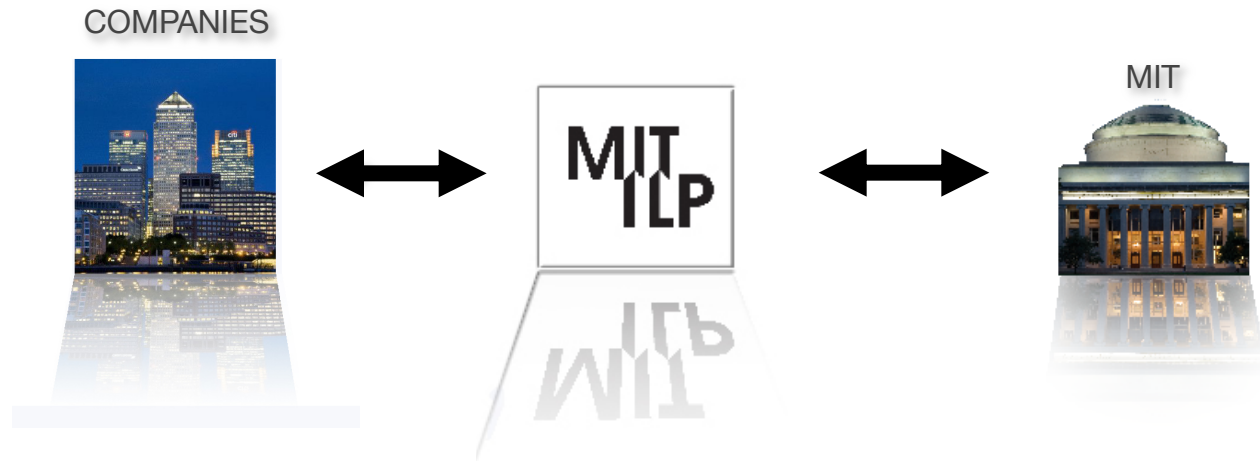
Corporate Access to MIT

- The Industrial Liaison Program (ILP) is industry's most comprehensive portal to MIT, enabling companies worldwide to harness MIT resources to address current challenges and to anticipate future needs.
- 231 of the world's leading companies partner with the **Industrial Liaison Program** to advance research agendas at MIT
- ILP member companies account for approximately 31% of all corporate gifts and single-sponsored research expenditures at MIT



What is the Industrial Liaison Program?

- 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 Facts

- Founded in 1948
- Largest program of its kind in the world
- Worldwide industry membership 231 companies
 - *33% N./S. America, 31% Europe, 14% Asia, 11% Japan, 8% China/India, 3% MENA*
 - *broad range of industrial sectors, both traditional and high-tech*
- 30 Industrial Liaison Officers
 - *average 15 years of industry experience*
 - *most with advanced degrees*

ILP Services and Deliverables

- Experienced Officer, custom workplan
- Executive research briefings and workshops
- On-campus sessions with faculty and research staff
- Faculty visits to company sites
- Symposia, conferences, workshops, and webinars
- Customized research reports
- MIT Startup Exchange and startup company meetings
- Member website
 - *KnowledgeBase*
- Publications
 - *ILP News Mosaic*
 - *Web reports and digital presentation archive*
- Discounts to Executive/Professional Education
- Custom recruiting events

A holistic and strategic approach with company leadership

Industrial Liaison Officer

- An MIT-based professional who provides a highly-productive interface to help initiate, integrate, and manage the company's MIT interactions
 - *knows the company's people and business, and needs of stakeholders in the MIT relationship*
 - *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*

Typical Benefits Companies Receive

- Monitor emerging, potentially disruptive technologies
- Discover new technologies to strengthen existing businesses
- Validate or invalidate key investment decisions and new product development decisions
- Solve technical problems
- Identify new industry partners
- Use faculty for advice
- Leverage innovation from MIT-connected startups
- Participate in setting new industry standards
- Train and develop employees
- Recruit new employees

ILP Web Site

- **Online News Mosaic** consolidating news from top MIT sources—*Technology Review Magazine, MIT Sloan Management Review, The MIT News Office*
- **Interactive Video Transcripts** greatly enhancing ILP's video archive, enabling users to follow a word-for-word transcript of faculty presentations. Searchable transcripts allow quick navigation to sections of interest
- **Online Publications** by ILP research staff aggregating MIT expertise in specific research area such as GeoThermal Energy, Biomedical Imaging, and Solar Power
- **Event Calendar** browsed by event type —Conferences, STEX Workshops, Executive or Professional Education courses, Lectures, or Recruitment
- **Startup Exchange** identify and connect with 1,900+ MIT-connected startup companies

ilp.mit.edu

WHY MIT FACULTY ENGAGE WITH ILP

ENHANCE RESEARCH EXPOSURE AND HELP OBTAIN RESEARCH SUPPORT



- *Expose your expertise, research and students to business leaders around the world.*
- *Learn about industry trends, and explore new avenues for industry application of your research.*
- *Participate in professionally arranged/moderated meetings on campus, at company locations, or via remote conferencing.*

<https://ilp.mit.edu/connecting-mit-faculty-industry-0>

WHY MIT FACULTY ENGAGE WITH ILP

GAIN PUBLICITY SUPPORT THROUGH ILP COMMUNICATIONS AND EVENTS

- *Promote your research and industry collaboration potential to over 25,000 corporate contacts around the world.*
- *Develop an MIT faculty research profile with our communications team. Profiles include photo/video shoot and are featured on the ILP website and in the e-newsletter "ILP News this Week."*
- *Participate as a speaker at ILP-hosted conferences and webinars, raising your profile in the corporate community and creating new networking opportunities.*



ILP Sponsors a robust series of Webinars

WHY MIT FACULTY ENGAGE WITH ILP

CREATE RESEARCH AND CAREER OPPORTUNITIES FOR STUDENTS



Showcase your students to ILP member companies who are eager to optimize their success at recruiting MIT graduates, and support ongoing internship opportunities as well as job offers after graduation.

WHY MIT FACULTY ENGAGE WITH ILP

EARN DISCRETIONARY FUNDS OR DEFRAY TRAVEL EXPENSES

- *MIT Corporate Relations (MIT-CR) allots a fixed percentage of the gross revenue received in Industrial Liaison Program membership fees directly on a pro-rata basis to the MIT faculty and staff who participate in MIT-CR contacts or activities. This is done via a **revenue sharing program** using a system of points.*
- *Faculty are credited up to a maximum of 10% of a new ILP member's initial annual fee if the company joins as a result of a faculty member's involvement. The Director of MIT-CR determines the exact amount of the **finders' fee**, based on the level of active participation.*
- *When faculty inform us of their travel plans and interests, Program Directors are often able to facilitate meetings at ILP member company sites convenient to their route. For a trip to be subsidized by the MIT-CR, it must be approved in advance, and a Program Director must be involved in arranging the visit with the company.*

How to get engaged?

- Work with us to update your profile in our knowledge base, participate in a faculty feature article
- Participate in webinars (both public and with individual companies)
- Reach out with interests and requests
- I am your point of contact at Corporate Relations – please reach out with any questions or ideas!

Thank you.

David Martin

martindw@mit.edu

(617) 253-3684 (o)

(617) 803-9958 (m)