10 THINGS TO REMEMBER when engaging potential collaborators such as industry, donors, or investors:

**PREPARE**

1. Schedule an Idea Consultation. Contact Fast Forward Medical Innovation (FFMI) at ffmioffice@umich.edu or 734-615-5060. You’ll have the chance to meet with our commercialization team to explore how to best move your research on a path to market.

2. Protect your idea. Before talking to potential external partners, contact the Tech Transfer Office at 734-763-0614 or techtransfer@umich.edu to discuss the use of a Confidential Disclosure Agreement.

3. Take advantage of commercialization education. From webinars to multi-week courses with seasoned mentors, FFMI offers a spectrum of learning opportunities that will help you determine the value and commercial viability of your technology.

4. Proactively seek opportunities. Interact with companies at conferences, technology showcases, partnering events, and venture fairs via publishing papers. Most technology licenses result from innovators’ networking efforts with companies.

**PITCH**

5. Prepare a compelling elevator pitch. Explain your idea simply in less than a minute. Include the problem it solves and how it’s significantly better or more effective than current solutions. Don’t get too technical and never assume that the potential partner will understand technicalities and concepts.

6. Show enthusiasm. It’s your idea and you believe in it. Share that enthusiasm and confidence with others. They expect it.

7. Find out your potential partner’s motivations and goals. Listen to their needs, desires, and frustrations – which could lead to new opportunities.

8. Keep marketing materials handy. An opportunity may arise at any time to discuss your innovation. Be prepared with briefs, articles, powerpoints, etc.

9. Exchange business cards. Get their information and promise to follow up soon. While they may not be interested in your latest innovation, they may be valuable contact for the future.

**FOLLOW-UP**

10. Keep the Fast Forward Medical Innovation team in the loop. Share contacts and other information with FFMI and its Business Development team members, who can follow up and develop potential partnering opportunities on your behalf.

YOUR ELEVATOR PITCH CHECKLIST

- BRIEF, NON-CONFIDENTIAL INNOVATION DESCRIPTION
- THE PROBLEM IT SOLVES
- MARKET POTENTIAL
- COMPARISON TO EXISTING SOLUTIONS
- DEVELOPMENT STAGE
- INTELLECTUAL PROPERTY PROTECTION STATUS

**FASTFORWARD medical innovation**

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