

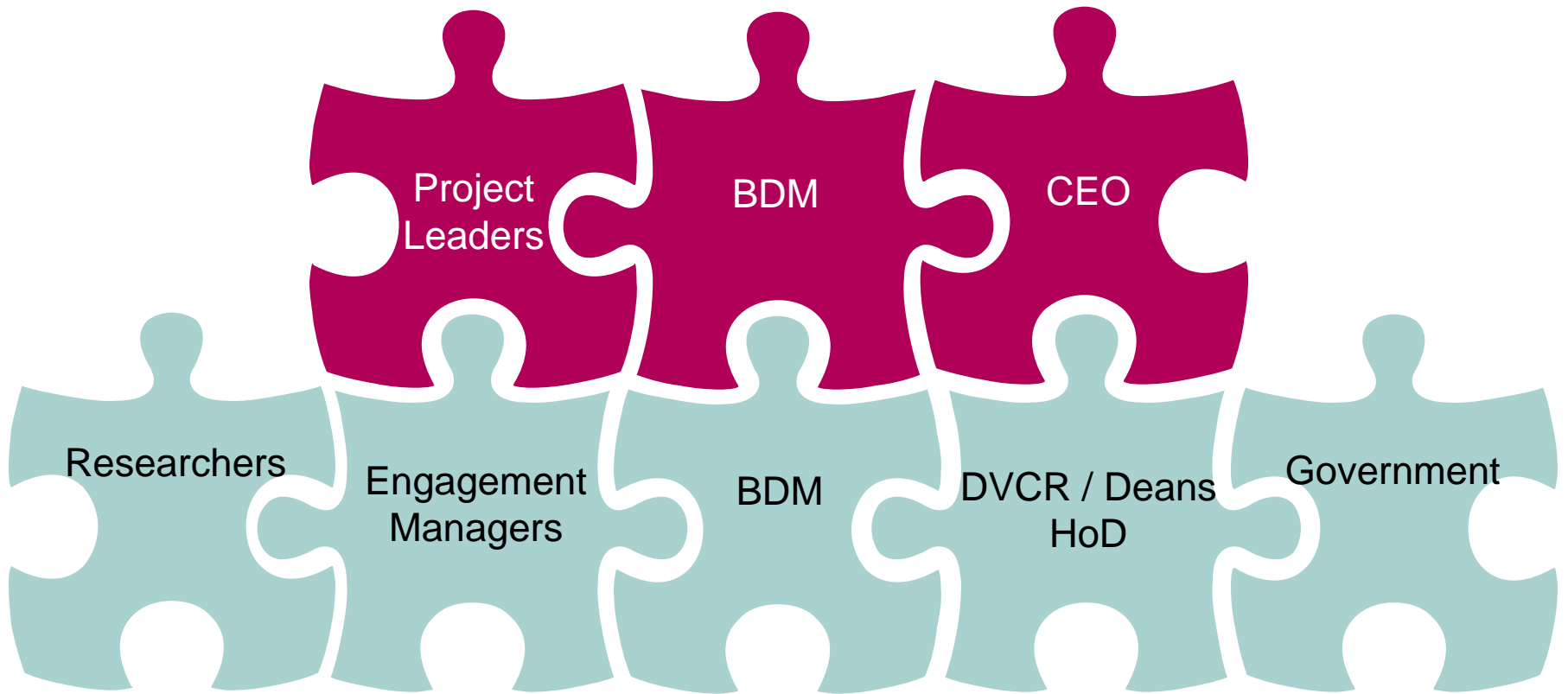
University and Industry Engagement

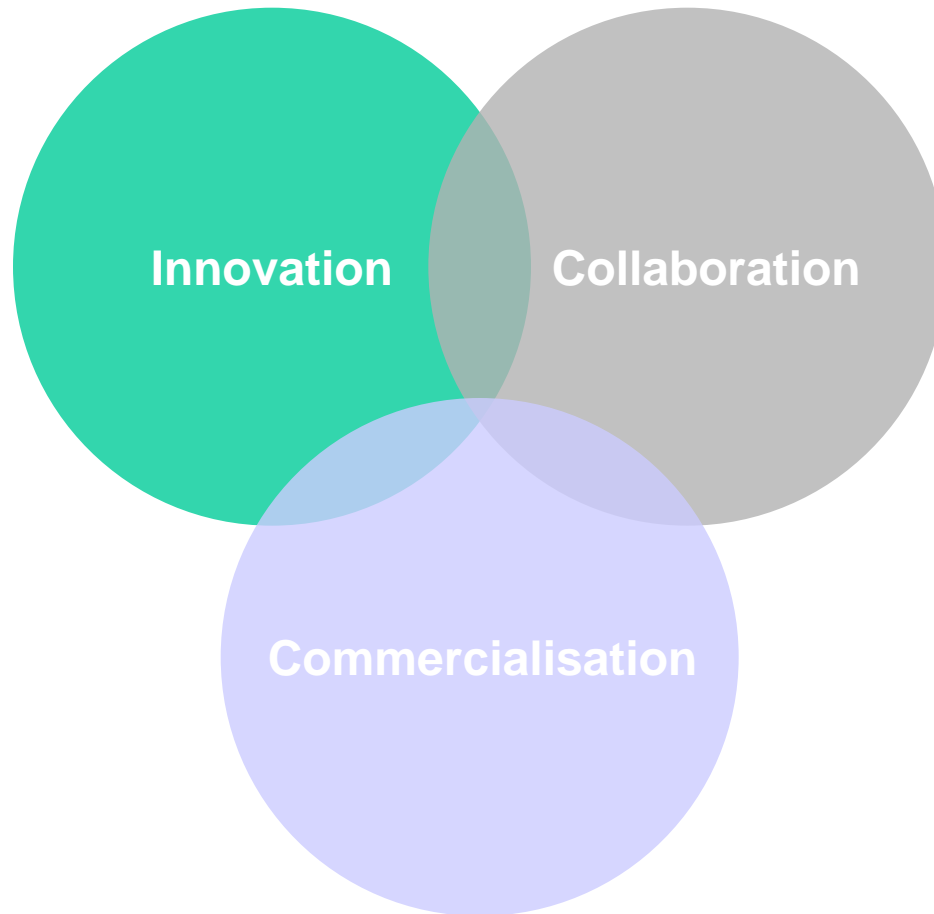


David Chin

WRAYS

Decision Makers





Common Goals

**Negotiation
Table**

Communication

Relationship



3 Factors for Positive Outcomes

1. Find a champion

Ease of contact

Champion

Appropriate contact

Empathetic

Perceptions

**Understand
IP**

Want vs Need

**Encumbrances /
Liabilities**

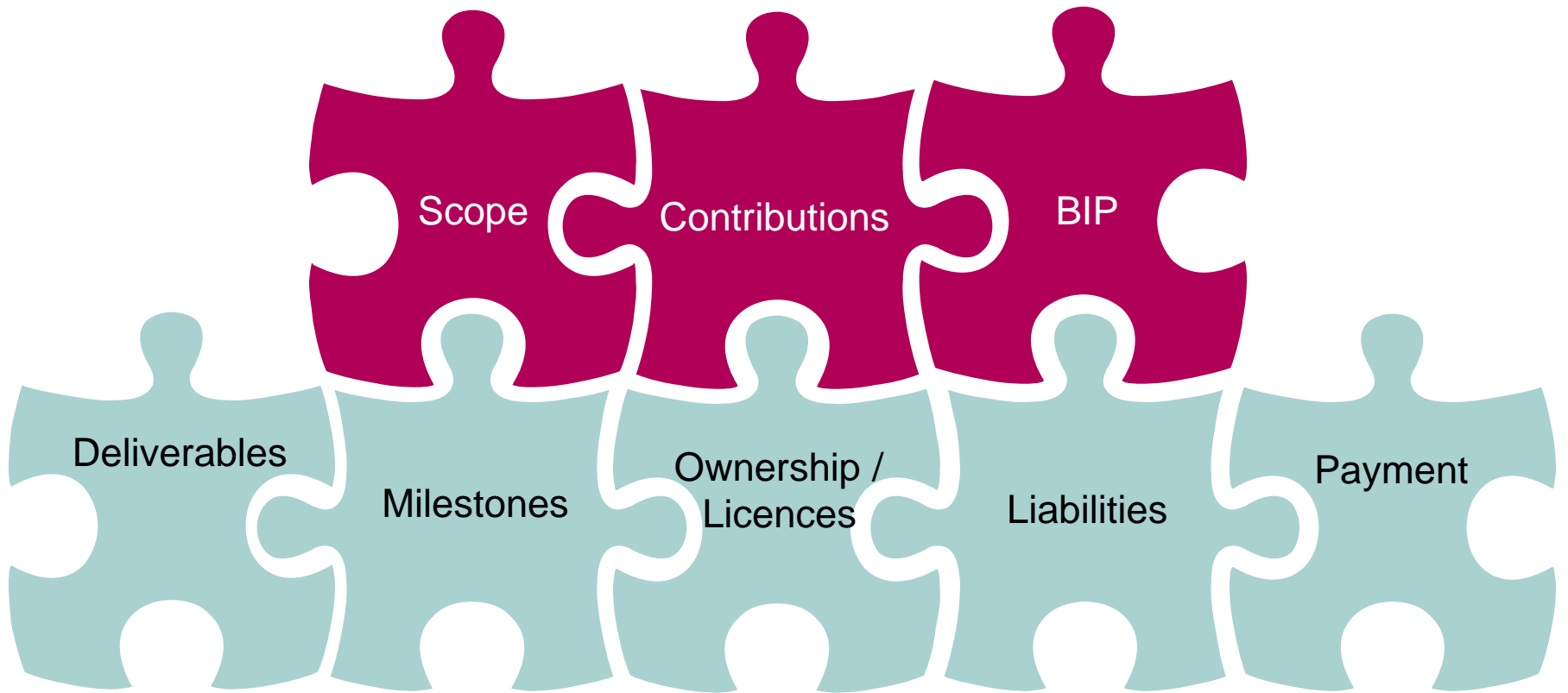
3. Discuss Issues Early



Resolving Issues



**Discuss
Issues Early**



3. Discuss Issues Early

Resolving Issues

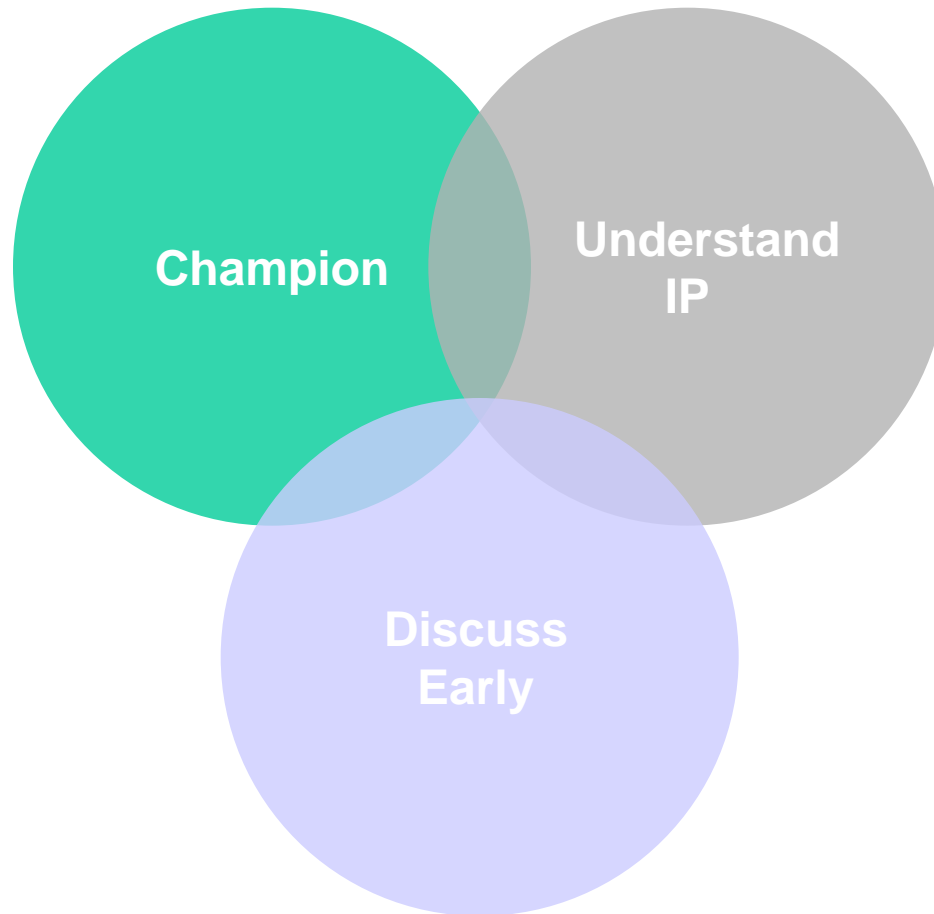
**Discuss
Issues Early**

Avoid Delays

Prevent Frustration

*Ask not what innovation
can do for you,
ask what you can do for innovation*

University and Industry Engagement



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WRAYS