

Entrepreneurs & Universities

Holy or Unholy Strategic Alliance/Partnership???

GOOD vs BAD

PRO:

- * New Idea Source
- * Partner with Connections
- * Money/Space/People

CON:

- * Bureaucracy
- * FEAR

UMass Goal

- *Start and/or help new businesses to
create jobs that stay in Massachusetts*

AT UMASS WE:

- Incubate companies (external & internal)
- Partner, encourage, facilitate
- Connect people, ideas, money
- Commercialize

UMass Lowell

- Commercial Ventures & Intellectual Property
- Commercial Venture Development (CVD)
- 5 Startups based on UML intellectual property
- 10 other companies helped to maturity
- Provided:
 - evaluation of idea
 - people for the management, BOT, SAB, technical teams
- Facilitated over \$120 million in seed, angel, VC funds
- Examples: Konarka, Polnox, Encapsion

UMass Dartmouth

- * Commercial Ventures & Intellectual Property
- * Advanced Technology Manufacturing Center
- * Technology Venture Center (TVC)
 - 7 graduated companies with 51 jobs and \$31 million economic impact
 - 11 current companies employing 45 people with \$2 million in salaries and \$3.5 million in revenues
- * Focus areas include coastal systems, biomanufacturing, renewable energy
- * Same services and help as UMass Lowell

UMass Boston

- * Commercial Venture Development Center
to start up later this year
- * Will offer similar services of the previous
two examples.

SUMMARY

To establish a successful strategic alliance and partnership we:

- **Evaluate the people**
 - **Evaluate the idea**
 - **Evaluate the people**
 - **Partner for success**

SO

Strategic alliances/partnerships can be
holy or unholy depending on the people
from both sides