



Industry prospects could be the perfect fit for support of your research. Ideally, a fellow scientist or engineer within the industry will advocate your work and act as a catalyst. Until then, you might find identifying potential industry partners to be a challenge. Industry needs are not typically advertised due to competition concerns, and the perception of a “faceless corporation” may be daunting. Your goal is to identify an individual who is able to share the company’s technical problem and discuss your potential solution, through networks or Drexel-leveraged contacts.

CAST A WIDE NET

First, conduct a thorough scan of your professional network, from current peers who have had success with your potential partner, to distant colleagues and former students employed in the field.

UTILIZE DREXEL UNIVERSITY RESOURCES

You may still lack a contact at your targeted company. Now what? Consult Drexel University’s outreach professionals:

- Reach out to the [Office of Corporate Relations and Economic Development team](#).
- Find a [Foundation and Corporate Relations specialist](#) supporting your school/college.
- Share potential news stories or media responses with your [University Communications News Officer](#).

INCREASE YOUR VISIBILITY & ENCOURAGE INDUSTRY SOLICITATION

In theory, strong research should attract industry interest on its own. The reality is investigators make strategic efforts to enable industry to learn about their research and its mutually beneficial financial prospect potential. The suggestions below facilitate offers that can diversify your project sponsorship to advance your research.

Prioritize prestigious publications and events:

- Contribute to appropriate society or association publications to pique industry interest.
- Present more frequently at conferences and meetings, and attend your potential sponsor’s presentations. Scan attendees list with current to see if an introduction could be made.
- Increase participation in your active local or regional chapters of professional networks, and economic development organizations and business councils.
- Effectively close introductions with potential contacts by crafting a concise summary of your research that links to their industry interests, and initiate contact information exchanges.

Ensure you are fully capitalizing on the power of the internet:

- Refresh and continually update your website. Verify correct metadata, tags, and keywords are utilized. Review your GoogleAnalytics and tweak accordingly.
- Update your profile and verify accuracy of your Open Researcher and Contributor ID (ORCID). Visit [Drexel Libraries ORCID Guide](#) to learn how.

Position yourself as a media-facing expert in your field:

- List your credentials in the appropriate expert networks.
- Respond to relevant stories via social media.
- Build relationships with journalists through your [University Communications News Officer](#); the goal is to stay top of mind for the next scoop.