Like most I/UCRC’s, BSAC is experiencing membership declines from the severe economic climate.
Megacept : Avoid Recruiting! Retaining an Existing Member is Worth More than Recruiting a New Member

- Sponsored Projects
- Discounted Lab Access
- IAB Networking
- Industry Fellows to Campus 1-2 Years
- Patent /IP Advantages

3 Members 20+ years
7 Members 10+ years
BSAC Visiting Industrial Fellows
With at least 1 year in residence
Japan Members 2007-2009

- Prof. Al Pisano Group
  - Honda
  - NDK
  - Sharp
  - Yamatake
  - Panasonic

- Prof. Liwei Lin Group
  - Sharp
  - Panasonic
  - Toyota

- Prof. Bernhard Boser Group
  - Sharp
  - Panasonic

- Prof. Kris Pister Group
  - Fujitsu
  - Hitachi
  - TRDA

Prof. Clark Nguyen Group
19 Departures 18 Months
4 Out of business, ceased US operations, or acquired by another BSAC member.
3 SBIR Graduated
Add Projects: Research Cost/Risk Reduction through Syndication

Syndicated Precompetitive Risk:

119 BSAC Projects +
40 Members +
85% Funding from non-member sources =

>200:1 Syndication Gain
Exploit your Intangibles.
e.g., San Francisco/Bay Area Technology – Business Culture & Gateway to East Asia

Venture Capital

Entrepreneurs

New Products/Businesses

Silicon Valley

The Business of Biotech
Recruit From Your Alumni and Spinouts

More than 25 BSAC-Inspired Startups

- BSAC Founder or CEO, Usually BSAC Faculty Advisor
- Frequent Winners of Business Plan Competitions w/Haas
Intramember Relationships: Use Members to Recruit Members

Medical System Company

Component Supplier & Partner

Win-Win-Win-Win
Identify Commercialization Nuggets
Fall ’09 BSAC IAB:
Half – Day Symposium on
Commercialization of Recent and
Current BSAC fundamental research

Presenting Evangelists:
Faculty (3 presentations)
Recent Graduates (4 presentations)
Panel of Successful Entrepreneurs
and Venture Partners.

Caution: Fundamental Research, seeking high risk game-changing technology is why some are in the center...don’t emphasize near term to exclusion of fundamentals.
Summary

• **Avoid Excessive Recruiting** (Retention- saving one better than adding one)
  – Engage, Engage, Engage
    • Industrial Fellows on campus
    • Sponsored Research
    • Students to Internships at Member Companies

• **Give your current/ prospective champions ammunition**
  – Syndication for Research Cost/Risk Reduction
  – Position your Univ research → *Game changing* technologies
  – Document and Identify Commercialization Opportunities

• **Recruitment Efficiencies**
  – Members Recruiting Members
  – Recruit from your own Alumni & Spinouts