Establishing Mutually Beneficial Teams

Been There, Done That, Both Ways

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Industry Looking for Opportunity

- Manufactured or Farm Products
  - New/Improved Gizmo
    - Patentable/Exclusive Rights
    - New disease/bug for vaccine or drug
    - Challenge Model for Vaccine Evaluation
  - New Employees—the future of the company
  - University Stamp of Approval— the name game PR
Industry Looking for Opportunity

• Service/Animal Production
  – Testing
    – Antibody levels as a function of Vaccination
    – Herd profiling for Disease Agents
  – Consulting
    – Feed formulation
    – Disease Control
Academia Looking for Opportunity

• Manufactured or Farm Products
  – New/Improved Gizmo
    • Patentable/Non-Exclusive Rights
    • Research Dollars
    • Royalty Stream
  – University Stamp of Approval – the name game PR

• Service/Animal Production Oriented
  • Testing: antibody levels as a function of vaccination
  • Consulting: Feed formulation
Looking for Opportunity (Pressing the Flesh) How, Where and When

• Media Blurbs
• Specialty Meetings
  – American Association of Swine Veterinarians
  – Conference for Researchers of Animal Diseases
  – American Association of Veterinary Laboratory Diagnosticians
• Graduate Student Presentations
Looking for Opportunity (Pressing the Flesh)
How, Where and When

- University/Department Public Meetings—Swine Days
- Mutual Discussion Places at Meetings
  - Hallway Talk
  - Bar Room Talk
  - Informal Dinners
Who got What by Doing What I Just Said

- A Job in Industry
- The First PRRS Vaccine for Sows—UNL received $$ for the isolate and ~ $400,000 in graduate research support.
- Advisory Board for PRRS CAP Grant
- Adjunct Status at UNL, ISU, KU
- The First PCV2 Vaccine for Pigs ---UNL had the Opportunity, but never pursued a Royalty Stream.
A Job in Academia

KSVDL/DMP received 11 Research Grants from Vaccine Companies Amounting to ~$1,600,000. The Companies have new vaccine candidates.

KSVDL received Large Volume Testing Agreements and increased testing of routine diagnostic for Swine Submissions amounting to ~$1,350,000 from Swine Production Companies. The Companies have good data for better management decisions.

Graduate Students get $$ for their stipends and research and Jobs when they are done.

KSU/CVM/DMP eligible for Royalty Stream from vaccines.