

Establishing Mutually Beneficial Teams

Been There, Done That, Both Ways

Dick Hesse

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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.



Who got What by Doing What I Just Said

- 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.