

Articulating the Value Proposition

- What are the elements of a strong value proposition (e.g. Economically substantial company needs in operations, technology pipeline, talent recruitment and development; Unique resources or solutions such as talent and tech pipelines; An engagement model that maximizes benefits/bottom line and longer term impacts to the company, industry, and nation)
- How does the ERC best promote those elements to the company and industry targets (e.g. Industry visits, researcher-researcher direct contacts, trade shows, literature, portfolio approach)
- How do you measure how successful you're being in continuing to promote your value proposition, especially after the company has joined the IAB.

English to BizSpeak

English	BizSpeak
Who are you	Management Team; Strategic Allies; Partners; Boards; Vendors
What are you doing	Product / Service Offering; Core Technology; Product Lines
Why can you do it better than anyone else	Competitive Advantage; Distribution Channel; Marketing Plan; Key Resources
Who cares, why do they care, and how much do they care	Market; Market Needs Analysis; Revenue Model; Customer Profile
What do you need to get it done	Investment Sought, Partnership, Technology, Distribution Channels
How will you benefit	Financial Plan, Revenue Model and Streams, Profitability
How can others benefit	Investment / Partner Opportunity

The Value Proposition – Vision and Execution

What Economically
Substantial Problem

Can You
Uniquely Solve

and Make Money



Value Proposition - Delivery

- **Talent**
 - Students are ahead on the learning curve
 - Faculty / thought leaders
 - Students have different experiences (teamwork, IP, real world problems, better leaders, industrial oriented R&D, systems engineering) of value to industry
 - The three plane chart may be an underutilized resource for recruitment in terms of illustrating student educational experiences
- **Knowledge**
 - Defining/enabling new markets for customers
 - Influence of program direction and research initiatives
- **Technology / IP**
 - Danger of reliance on a small set of technologies
 - Infrastructure can be a key selling point
- **Relationships**
 - Internal and external networking
 - Team building for RFP's, SBIR's, etc.
- **Financial Impact**
 - Need to understand ROI horizon
 - Business on shorter term (2-3 year) horizon than R&D
 - ADP has tool to quantify financial impact of sub-par employee
 - Leveraging of NSF funding and name