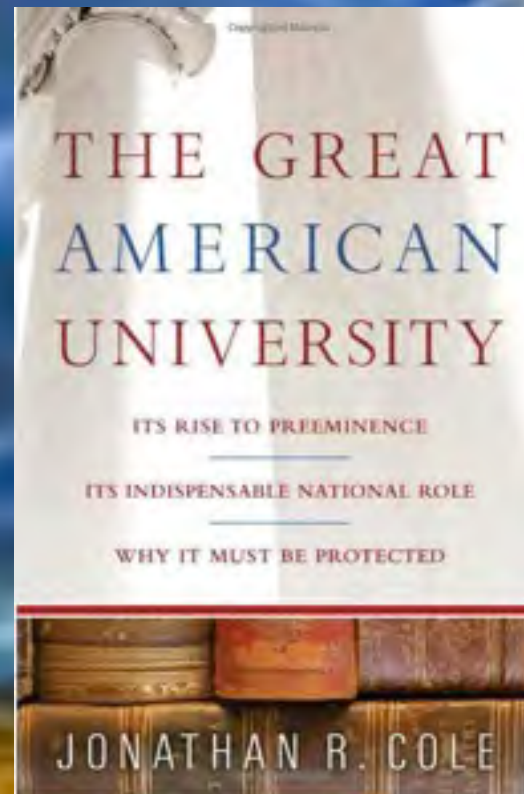


Exploiting the University

How you can access useful resources for your
business

Jim Linder, MD
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[@drjlinder](#)

These slides available at: drjlinder.com



Out of touch
Anachronism
Irrelevant
Bureaucratic

Innovative
Job creator
Economic driver
Birthplace of ideas



My Perspectives

- Since 1983 full or part-time at the University of Nebraska– Many academic roles
- Since 1995, part-time in publicly traded and private companies
- Now Senior Associate to the President of the University of Nebraska, and President of University Technology Development Corporation

My University Goals

- Help get university technologies to the market (Technology Transfer)
- Help faculty and students think entrepreneurially
- Help businesses access opportunities that exist at the University of Nebraska

Economic impacts of the American University

- Create start-up companies
- Transfer technology to companies
- Serve as a resource for their community
- Expose students to entrepreneurial thinking

Universities are Mysterious



General organization of a University

Governing Board

|
President

|
Chancellor

|
College Dean

|
Department Chair

|
Faculty that you (loved, hated, tolerated)

Organization of the University of Nebraska

Board of Regents

President JB Milliken

UNL
Harvey
Perlman

UNO
John
Christensen

UNK
Doug
Kristensen

UNMC
Harold
Maurer

Quick Facts about the University of Nebraska

- 50,352 students enrolled (>9,000 yearly graduates)
- 12,623 employees
- 4,227 Faculty (The MAIN resource of the University)
- \$2.1 Billion dollar budget (23% State-aided)
- \$263M in research funding (estimated 28 jobs/\$1M of external funding)

Entrepreneurship is on everyone's mind

- Engler Agri-business program
- Nebraska Summit on Entrepreneurship
- NebraskaEntrepreneur.com
- Nebraska Center for Entrepreneurship
- Nebraska Business development Center
- Nebraska EDGE

How do you find a university resource (faculty or technical service)?

- Search engines
- Browsing University websites
- Contacting the Campus Research Office
- Contacting the relevant Technology Transfer Office

+diagnostic imaging pathology unmc - Bing

http://www.bing.com/search?q=%2bdiagnostic+imaging+pathology+unmc&FORM=RCRE

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RELATED SEARCHES

- UNMC Pathology Microbiology
- International Pathology Services
- Pathology Medical Services
- MSKCC Department of Pathology
- Regional Pathology
- UNMC Brentwood Clinic
- UNMC Parking
- Marc Ladanyi MSKCC

SEARCH HISTORY

- +digital imaging pathology unmc
- +diagnostic imaging

ALL RESULTS

1-10 of 18,100 results · [Advanced](#)

[James Linder, M.D. | UNMC](#)

UNMC Home; Pathology and Microbiology Home; Faculty; James Linder, M.D. ... Cytopathology, Diagnostic Imaging, Technology Transfer and Development. My academic ...
www.unmc.edu/pathology/linder_james.htm

[Diagnostic Radiology Residency - UNMC | Home](#)

This fully accredited residency program in Diagnostic ... correlation at the Armed Forces Institute of Pathology, in ... UNMC provides a full range of patient care including ...
www.unmc.edu/radiology/index.cfm?L2_ID=8&L1_ID=6&CONREF=8

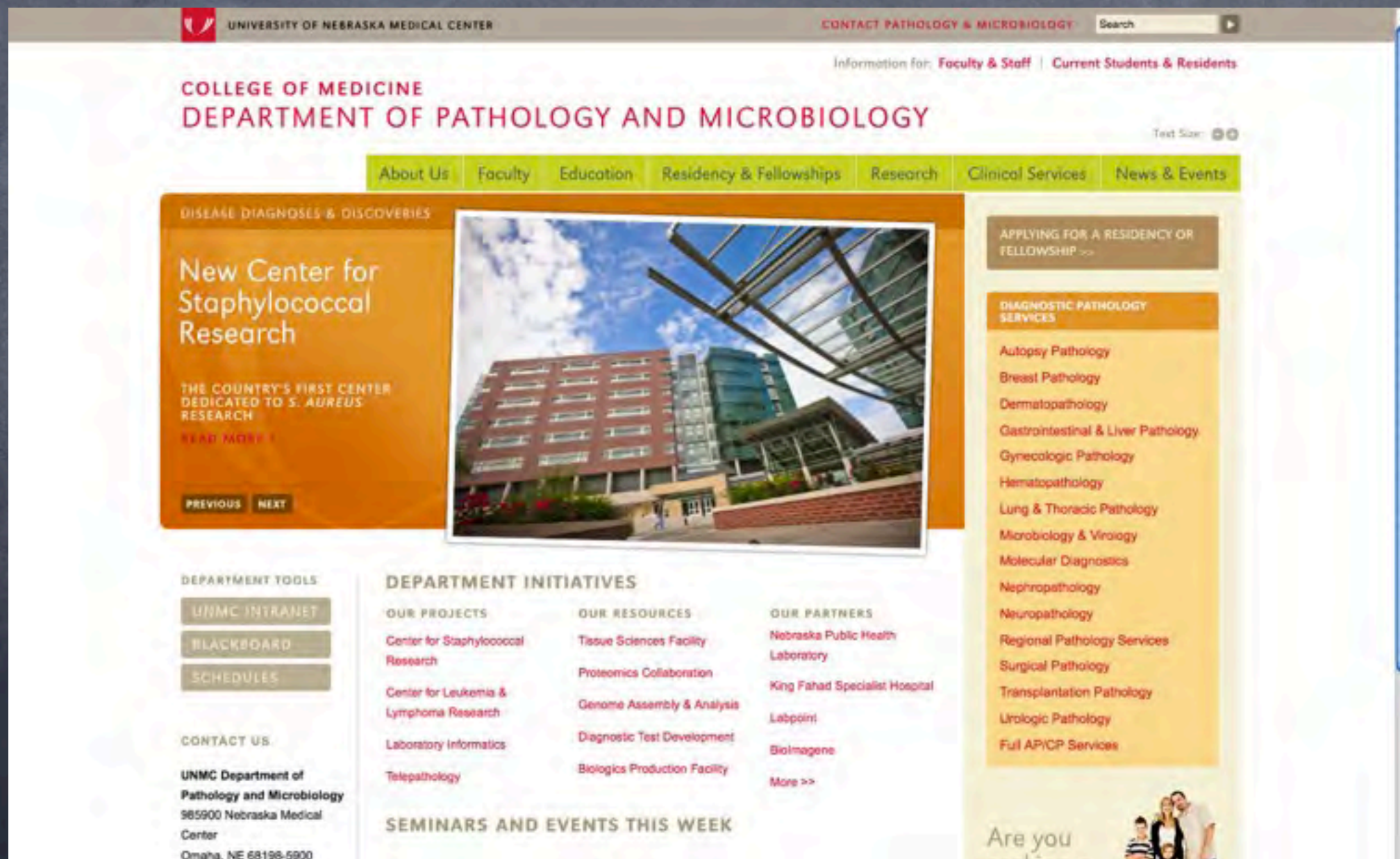
[Curriculum for Pathology/Radiology/Interventional Radiology Rotation](#)

Curriculum for Pathology/Radiology ... to interpret the following imaging procedures ... intention should be made clear to the Pathology, Diagnostic ...
webmedia.unmc.edu/intmed/pulm/file/Curriculum_PathRad.htm

[Center for Drug Delivery and Nanomedicine \(CDDN\)](#)

... in biomedical sciences (neuroscience, pathology ... the University of Nebraska Medical Center (UNMC). ... of Cleavable Polymer Micelles for Enhanced Diagnostic Imaging ...
cddn.unmc.edu/template_view.cfm?PageID=50

All departments and many faculty have websites



COLLEGE OF MEDICINE DEPARTMENT OF PATHOLOGY AND MICROBIOLOGY

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James Linder, M.D.

[Courtesy Faculty](#)
[Adjunct Faculty](#)
[Emeritus Faculty](#)
[Support Staff](#)

Department Affiliations

Professor

I have served on the UNMC faculty since 1983, having held numerous administrative positions in the Department of Pathology and Microbiology, College of Medicine Dean's Office and UNMC Chancellor's Office. Currently, my principle appointment is in the University of Nebraska Central Administration, serving as Senior Associate to the President for Innovation and Economic Competiveness. Separately, I serve as President of the University Technology Development Corporation that oversees technology development for the University of Nebraska.

Interests

Digital pathology and computer imaging, Hematology, Cytopathology, Technology Transfer and Development

My academic interests have been in cytopathology, focused on improving diagnostics, by using automated techniques. I have secondary, but strong interest in immunochemistry, molecular diagnostics, and computer-aided instruction

Education and Training

B.S. Biochemistry and Microbiology, Iowa State University of Science and Technology, 1976

M.D. (with Distinction) University of Nebraska College of Medicine, 1980

Pathology Resident, Duke University Medical Center, July 1980 - Sept. 1982

JAMES LINDER, M.D.



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Phone Numbers

Office: 402-554-2373

Faculty

Our clinicians and researchers are recognized leaders both at the national and international level

Courtesy Faculty

Adjunct Faculty

Emeritus Faculty

Support Staff

[Patricia Acun, M.D., M.P.H.](#)

Professor, Expertise: hematopathology

[Lisa L. Arnold, M.S., MT \(ASCP\)](#)

Assistant Professor, Expertise: chemical carcinogenesis

[Oluwalayomi A. Asajo, Ph.D.](#)

Assistant Professor, Expertise: crystallography

[John J. Baker, M.D.](#)

Associate Professor, Expertise: cytopathology

[Kenneth W. Bayles, Ph.D.](#)

Professor, Expertise: bacterial pathogenesis

[E. James Booth, Ph.D.](#)

Associate Professor, Expertise: medical education

[Julia A. Bridge, M.D.](#)

Professor, Expertise: cytopathology

[Steven D. Canon, Ph.D.](#)

Professor, Expertise: blood coagulation, coxsackievirus

[David A. Carter, M.D.](#)

Assistant Professor, Expertise: neuropathology

[Teresa L. Keller, Ph.D.](#)

Professor, Expertise: immunology, infectious diseases

[Chad A. Kuzajewski, Ph.D.](#)

Associate Professor, Expertise: flow cytometry

[Jarvis D. Landmark, M.D.](#)

Associate Professor, Expertise: transfusion medicine

[M. Lynn A. Larson, Ph.D.](#)

Professor, Expertise: molecular microbiology

[Audrey J. Lazenby, M.D.](#)

Professor, Expertise: surgical pathology

[Suleith M. Lelo, M.D.](#)

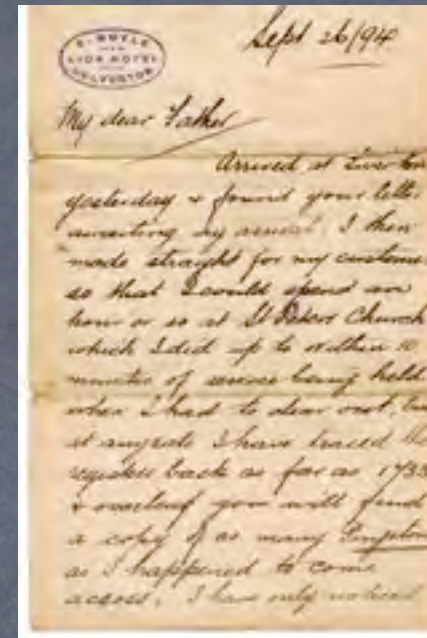
Professor, Expertise: surgical, GU & GYN pathology

[James Linder, M.D.](#)

Professor, Expertise: cytopathology, informatics



How to communicate?



Sample e-mail

Dear Dr. Einstein,

My Omaha-based start-up company is developing the "recombobulator", a breakthrough technology that eliminates confusion. I need a collaborator in statistical modeling, and it's fortunate that you, one of the world's experts, is here in Nebraska. I know the University is encouraging collaboration with Nebraska businesses. I'll call your office next week to see when we can meet for a cup of coffee.

Sample e-mail

Dear Dr. Einstein,

My Omaha-based **Community** company is developing the "recombobulator", a breakthrough technology that eliminates confusion. I need a consultant in modeling, and it's fortunate that you, one of the world's experts, is in Nebraska. I know the University is encouraging collaboration with Nebraska businesses. I'll see you next week to see when we can have a cup of coffee.

Raises curiosity

Community

Something in it for me?

Ego, flattery

Endorsed Activity

Active Followup

Remember, you are pitching



http://www.forbes.com/2007/04/12/microsoft-venture-capital-ent-fin-cx_mc_0412askanexpert.html

- Clarity– what you are doing, and why
- Brevity
- Benefit– What you can do for them
- Confidence
- Respect

Faculty have needs

- Curious
- Relevant engagement
- Recognition in their field
- Desire to be promoted and/or tenured
(requires publications, funding, community service)
- Able to consult 2 days/month

Or, get a referral to faculty

- Contact the Research Office, or Business College, or Computer Science Department or whatever, and tell them you need a collaborator in “X”, and ask for names. Then, contact that faculty member and mention that you were referred by to them by “X”

Relevant Contacts

- Office of Research, UNL: research.unl.edu/
- UNMC office of Research: unmc.edu/research.htm
- UNO: <http://www.unomaha.edu/spr/research.php>
- UNK: unk.edu/academicaffairs
- NBDC: <http://nbdc.unomaha.edu/>

Or, Contact a Technology Transfer Office

University Technology Development Corporation

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graph TD; A[University Technology Development Corporation] --> B[NuTech Ventures (UNL)]; A --> C[UNeMed (UNMC)]; A --> D[Peter Kiewit Technology Development Corporation]; A --> E[Nebraska Innovation Campus Technology Development Corporation];
```

NuTech
Ventures
(UNL)

UNeMed
(UNMC)

Peter Kiewit
Technology
Development
Corporation

Nebraska
Innovation
Campus
Technology
Development
Corporation

Contacts

- UTDC: jlinder@nebraska.edu
- NuTech Ventures: www.nutechventures.org/
- UNeMed: www.unemed.com/
- PKI: pkitdc@pki.nebraska.edu
- Innovation Campus: NIC@innovate.unl.edu

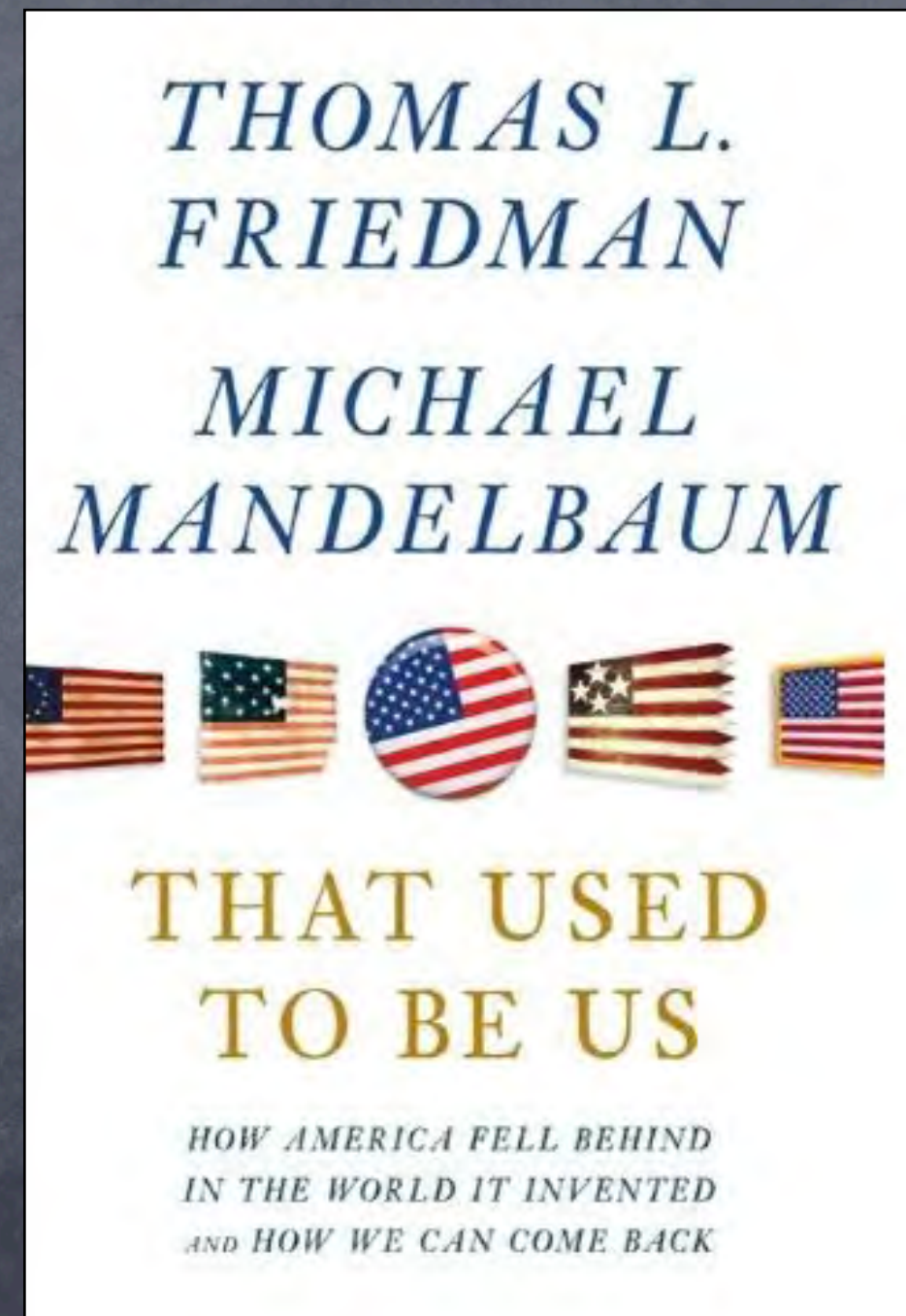
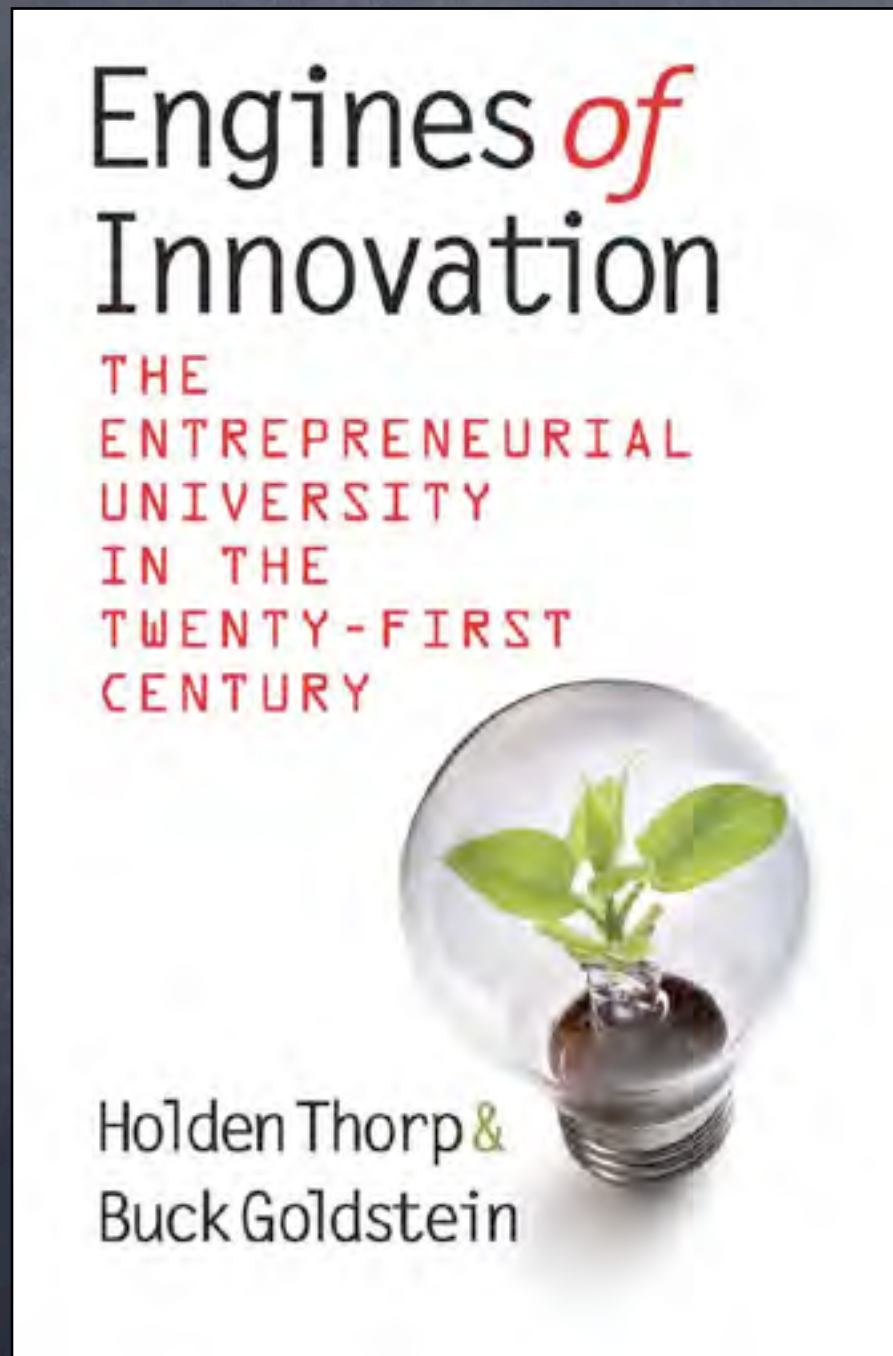
In a perfect world...



Computer, give me the names of faculty at Nebraska with expertise in critical nodes in networks and data-mining.

In Development: Database of faculty committed to innovation and external engagement

A couple of good books



Thank You Questions?

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[@drjlinder](#)

This slidedeck downloadable at: drjlinder.com