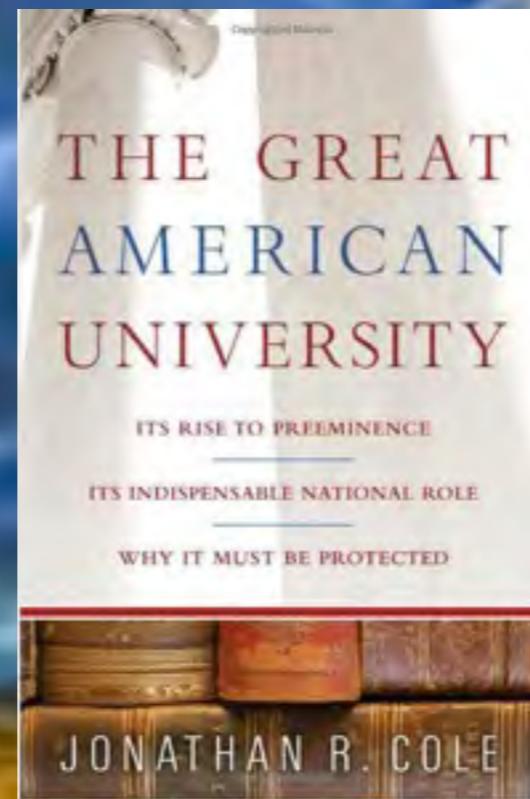


Exploiting the University

How you can access useful resources for your
business

Jim Linder, MD
jlinder@nebraska.edu
@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

Apple (62) Apple Google Omaha News (557) WSJ Clip to Evernote Yahoo! Wiki Google Maps FreeConference Yo

+diagnostic imaging pathology u...

Web Images Videos Shopping News Maps More | MSN Hotmail

bing +digital imaging unmc

Web More▼

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

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

UNIVERSITY OF NEBRASKA MEDICAL CENTER

COLLEGE OF MEDICINE

DEPARTMENT OF PATHOLOGY AND MICROBIOLOGY

Information for: Faculty & Staff | Current Students & Residents

About Us Faculty Education Residency & Fellowships Research Clinical Services News & Events

DISEASE DIAGNOSES & DISCOVERIES

New Center for Staphylococcal Research

THE COUNTRY'S FIRST CENTER DEDICATED TO *S. AUREUS* RESEARCH

READ MORE!

PREVIOUS NEXT

APPLYING FOR A RESIDENCY OR FELLOWSHIP >>

DIAGNOSTIC PATHOLOGY SERVICES

- Autopsy Pathology
- Breast Pathology
- Dermatopathology
- Gastrointestinal & Liver Pathology
- Gynecologic Pathology
- Hematopathology
- Lung & Thoracic Pathology
- Microbiology & Virology
- Molecular Diagnostics
- Nephropathology
- Neuropathology
- Regional Pathology Services
- Surgical Pathology
- Transplantation Pathology
- Urologic Pathology
- Full AP/CP Services

DEPARTMENT TOOLS

UNMC INTRANET

BLACKBOARD

SCHEDULES

CONTACT US

UNMC Department of Pathology and Microbiology
985900 Nebraska Medical Center
Omaha, NE 68198-5900

DEPARTMENT INITIATIVES

OUR PROJECTS

- Center for Staphylococcal Research
- Center for Leukemia & Lymphoma Research
- Laboratory Informatics
- Telepathology

OUR RESOURCES

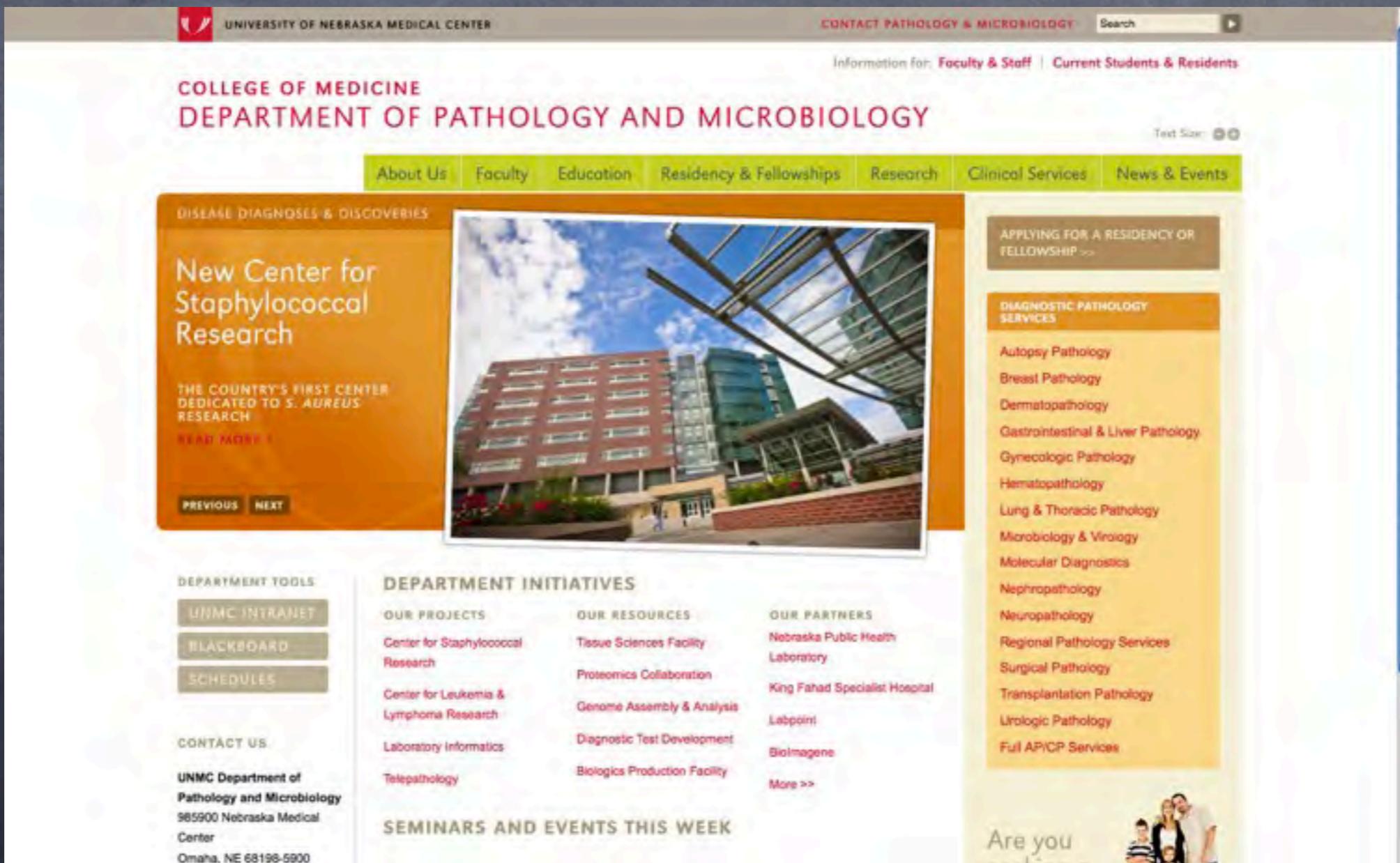
- Tissue Sciences Facility
- Proteomics Collaboration
- Genome Assembly & Analysis
- Diagnostic Test Development
- Biologics Production Facility

OUR PARTNERS

- Nebraska Public Health Laboratory
- King Fahad Specialist Hospital
- LabPoint
- BioImegen
- More >>

SEMINARS AND EVENTS THIS WEEK

Are you



COLLEGE OF MEDICINE

DEPARTMENT OF PATHOLOGY AND MICROBIOLOGY

[About Us](#) [Faculty](#) [Education](#) [Residency & Fellowships](#) [Research](#) [Clinical Services](#) [News & Events](#)
[UNMC Home](#) > [Pathology and Microbiology Home](#) > [Faculty](#) > James Linder, M.D.

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 Competitiveness. 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.

Email Address
Linder@nebraskamed.edu
Mailing Address

University of Nebraska at Omaha
134Q Mammel Hall
6708 Pine Street
Omaha, NE 68182-0048

Office Location

134Q Mammel Hall, UNO South Campus

Phone Numbers

Office: 402-554-2373

[About Us](#) [Faculty](#) [Education](#) [Residency & Fellowships](#) [Research](#) [Clinical Services](#) [News & Events](#)
Faculty

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


Courtesy Faculty
Adjunct Faculty

 Patricia Aszu, M.D., M.P.H.
Professor; Expertise: hemopathology

 Lora L. Arnold, M.S., MT (ASCP)
Assistant Professor; Expertise: chemical carcinogenesis

 Divakaray N. Asya, Ph.D.
Assistant Professor; Expertise: crystallography

 John J. Baker, M.D.
Associate Professor; Expertise: cytopathology

 Kenneth W. Baylis, Ph.D.
Professor; Expertise: bacterial pathogenesis

 S. James Booth, Ph.D.
Associate Professor; Expertise: medical education

 Julia A. Bridge, M.D.
Professor; Expertise: cytopathology

 Steven D. Carlson, Ph.D.
Professor; Expertise: blood coagulation, coxsackievirus

 Syed A. Jaffer Kazmi, M.D.
Assistant Professor; Expertise: neuropathology

 Tammy L. Kedam, Ph.D.
Professor; Expertise: immunology; infectious diseases

 Charis A. Kuzmicki, Ph.D.
Associate Professor; Expertise: flow cytometry

 James D. Landmark, M.D.
Associate Professor; Expertise: transfusion medicine

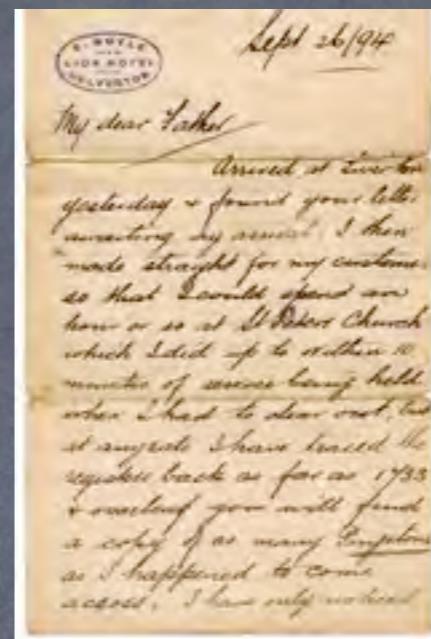
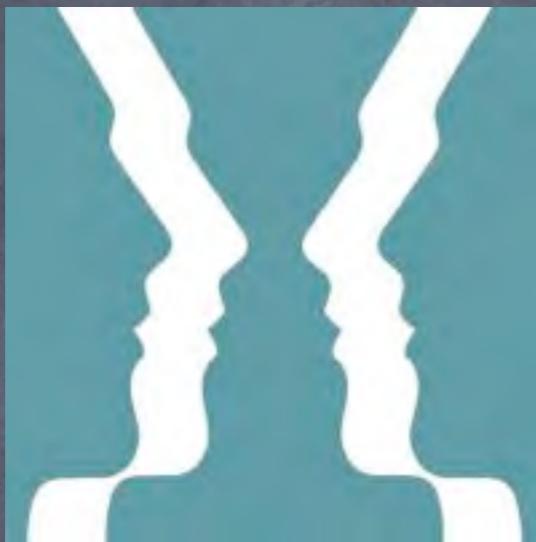
 M. Lynn A. Larson, Ph.D.
Professor; Expertise: molecular microbiology

 Anthony J. Lazear, M.D.
Professor; Expertise: surgical pathology

 Elizabeth M. Liles, 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 company is developing the "recombinator", 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

Active Followup: See next week to see when we can have a cup of coffee.

Raises curiosity

Community

Something in it for me?

Ego, flattery

Endorsed Activity

Remember, you are pitching



The screenshot shows the Forbes.com homepage with a blue header. The header includes the 'Forbes.com' logo, a search bar, and navigation links for 'U.S.', 'EUROPE', and 'ASIA'. Below the header, there are five main menu categories: 'Home', 'Business', 'Investing', 'Technology', and 'Entrepreneurs' (the last one is in red). Under 'Entrepreneurs', there are links for 'Exit Strategy', 'Financing', 'Management', and 'Most Promising Companies'. At the bottom of the header, there are links for 'E-Mail', 'Print', 'Comments', 'Request Reprints', 'E-Mail Newsletters', and 'RSS'. The main content area features a large image of a person, the title 'The Art Of The Business Pitch' in bold black text, and the author 'Mary Crane, 04.12.07, 3:00 PM ET'.

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

- ➊ Clarity- what you are doing, and why
- ➋ Brevity
- ➌ Benefit- What you can do for them
- ➍ Confidence
- ➎ 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

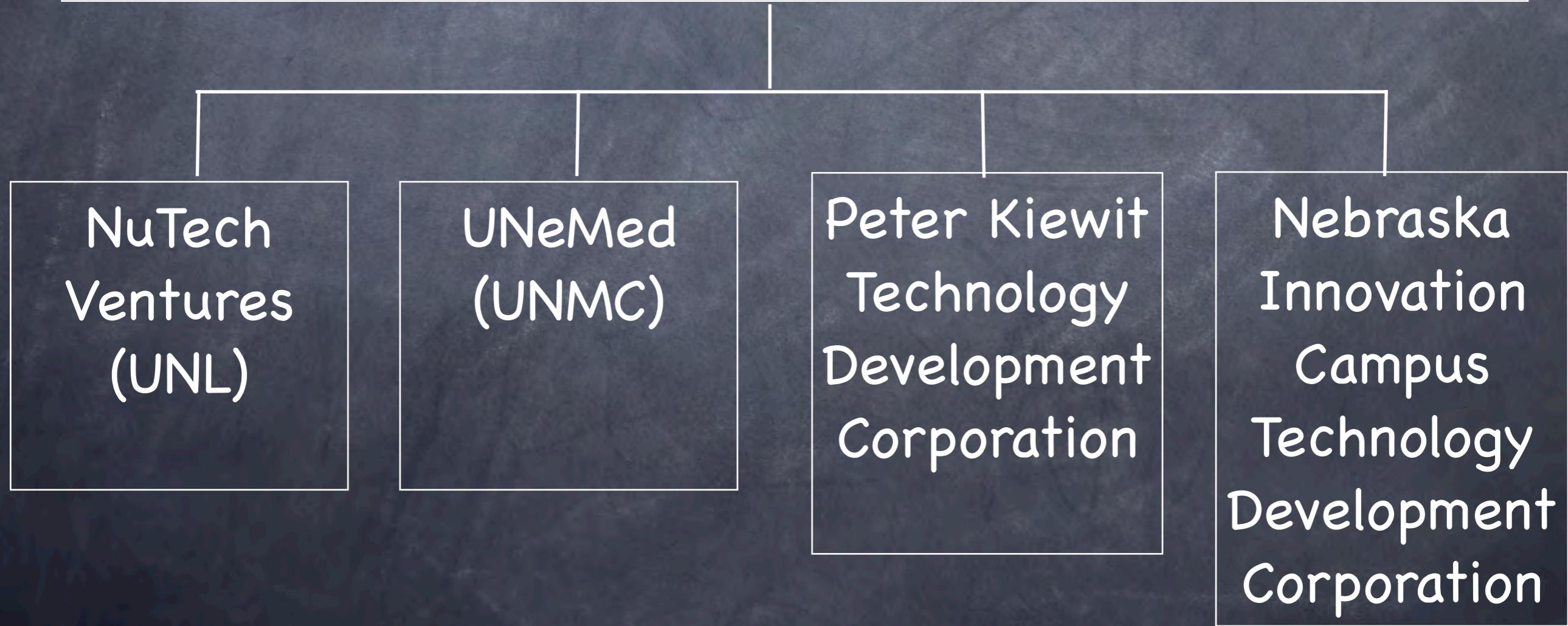
- Contact the Research Office, or Business College, or Computer Science Department or whatever, and tell them you need a collaborator in “X”, and ask for names. Then, contact that faculty member and mention that you were referred by to them by “X”

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



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

**Engines *of*
Innovation**

THE
ENTREPRENEURIAL
UNIVERSITY
IN THE
TWENTY-FIRST
CENTURY



Holden Thorp &
Buck Goldstein

**THOMAS L.
FRIEDMAN**

**MICHAEL
MANDELBAUM**



**THAT USED
TO BE US**

*HOW AMERICA FELL BEHIND
IN THE WORLD IT INVENTED
AND HOW WE CAN COME BACK*

Thank You Questions?

Jim Linder, MD
jlinder@nebraska.edu
@drjlinder

This slidedeck downloadable at: drjlinder.com