

# Corporate Engagement Strategies

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# GEORGIA TECH CHANNELS OF ENGAGEMENT

## How GT Engages Industry



### STUDENT ENGAGEMENT

Student Support, Educational Projects, Capstones, Hack-a-Thons, Make-a-Thons, Student Organization Sponsorships, Executive Presentations, Tech Talks, Recruitment & Internships, Corporate Affiliate Programs (CAP)



### FACULTY ENGAGEMENT

Consortium Participation, Consulting, Knowledge Sharing and Provision of Industry Insights, Thesis Committees



### RESEARCH

Internal Research & Development, Federal Sub-awards, Basic to Applied Research



### PROFESSIONAL & EXEC. EDUCATION

Customized Curriculum and Certifications, Open Enrollment Programs, Boot Camps, Online Masters Degrees, Professional Masters Degrees, Executive MBA



### TARGETED SOLUTIONS

Fee-based utilization of Georgia Tech's labs and specialized equipment, Technical Testing Agreements, Specialized Services Agreements



### LICENSING

Intellectual Property: Exclusive & Non-exclusive licenses, Trademarks



### STARTUP CONNECTIVITY

Promotion/Awareness and Introductions/Connections for Partnerships, Investment, Acquisition, SBIR/STTR Support



### CO-LOCATION

Corporate Innovation Centers



### ADDITIONAL VALUE

Cloud Credits, Software Licenses (credits), Advertising, Data-Use Agreements, Advisory Boards, Sponsorships

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## Examples

### Hyundai, Georgia Tech Celebrate Partnership With Memorandum Signing

Georgia Tech and Hyundai leaders gathered Tuesday to celebrate the newly forged partnership that will create innovative solutions to advance sustainable mobility, the hydrogen economy, and workforce development.



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### Novelis Innovation Hub at Georgia Tech

The Novelis Innovation Hub at Georgia Tech serves as the focal point for enterprise-level collaboration between Novelis and the university, connecting Novelis' technical and business innovators with Georgia Tech students and faculty.

The Novelis Innovation Hub at Georgia Tech was established in August 2019 to initiate basic and applied research collaboration in areas of strategic interest to Novelis, and provide faculty, student and educational program support. Over the years, Novelis has expanded its investment and partnership with Georgia Tech faculty, researchers and students through focused research and development (R&D) projects and workshops, scholarships for students, senior executive engagement, business incubation exploration, and more.

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The Hyundai Story

**HYUNDAI**  
**MOTOR GROUP**

Hydrogen

Workforce

Athletics

Engineering

Innovation



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What do they have in common?

1. Nexus/Proximity
2. Research
3. Recruiting
4. Relationship

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Ask yourself...

1. **WHO?** Whom should we target?
2. **WHAT?** What can M.E. offer?
3. **WHEN?** When is the right time?
4. **WHERE?** Where should M.E. seek companies?
5. **WHY?** Why should a company want to engage with M.E.?

**HOW?** How do we proceed?

# Thank You

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