

## The iBridge Network Innovation Catalyst—Connect, Collaborate & License

Times of economic uncertainty and upheaval can inspire extraordinary innovation. Those who view this current downturn as an opportunity can not only stimulate and revive the economy in the short term, but also unearth breakthroughs that are still being talked about decades from now.

The iBridge Network was developed with collaboration-focused innovators in mind: companies, entrepreneurs, universities and researchers. Are you:

- Seeking to transform today's ideas and discoveries into tomorrow's research, products and services?
- Looking for access to the right people, most appropriate resources and brightest thinking?
- Hoping to collaborate on the next breakthrough, but need some more insights?

Without access to the right people, the most appropriate resources and the brightest thinking, ideas and innovations can languish in the laboratory or workshop...and the economy will continue to sputter along. Our objective is to put ideas, access, transparency and outcomes at the forefront of today's innovation agenda.

At the iBridge Network we are not gate keepers. Rather, we strive to play the role of boundary spanner—we are uniquely positioned to attract leading universities and industry as well as work closely with high levels of the government, allowing us to facilitate relationships, provide access to information and entrepreneurs, and offer links to a whole new world of possibilities to help navigate innovation from ideas through to real world applications.

*The iBridge Network is designed to meet the needs of...*

### **RESEARCHERS** who are looking to:

- Promote their research and themselves to companies, research sponsors and entrepreneurs
- Position themselves as experts in their respective fields
- Share their research tools and materials, with quantifiable citations to the creators
- Find existing research tools and best practices that help stretch research grants and resources by eliminating the need to "recreate the wheel"

« continued on back... »

# The iBridge Network

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[www.iBridgeNetwork.org](http://www.iBridgeNetwork.org)

## UNIVERSITIES that want to:

- License their innovations, technologies and materials with lower transaction costs
- Promote to potential research sponsors and collaborators both their research strengths and lesser known initiatives and capabilities
- Increase the number of external connections to the university through collaboration, funding and licensing
- Highlight their faculty and investigators as subject-matter experts.

## COMPANIES AND ENTREPRENEURS that are interested in:

- Accessing, at one site, a deep pool of research capabilities from dozens of leading universities
- Identifying and collaborating with academic research partners
- Reducing transaction times through online licensing in some cases
- Identifying universities and academic researchers that have a particular interest in working with industry

The iBridge Network is “shovel ready” to drive innovations to revive our economy.

But don't just take our word for it. Listen to what others are saying:

*“The iBridge Network provides an important additional pathway for entrepreneurs to access university innovations that may otherwise have been lost. The transparency of this pathway between entrepreneurs and researchers certainly will stimulate innovation and fuel new ventures.”*

— WILLIAM GARNER, M.D., MPH  
CEO of Urigen, N.A., Inc.

*“Our economy and our standard of living are inextricably intertwined with university innovations. Unfortunately, our country's revenue-focused, short-term outlook often interferes with the long-term possibilities of university research and collaborations with industry and entrepreneurs beyond university walls. The iBridge Network helps break down these barriers by providing low transaction costs, and a direct link between these parties that potentially will lead to ground breaking relationships and technologies, spurring revenue and fueling our economy.”*

— ALFRED R BERKELEY  
Chairman - Pipeline Financial Group, Inc.  
Former President and Vice Chairman - Nasdaq Stock Market, Inc.

Join our growing community today at [www.iBridgeNetwork.org/join](http://www.iBridgeNetwork.org/join) or contact us at 800-573-5136 to find out more.

STOP SEARCHING.

It's here, on the iBridge Web site – [www.iBridgeNetwork.org](http://www.iBridgeNetwork.org)