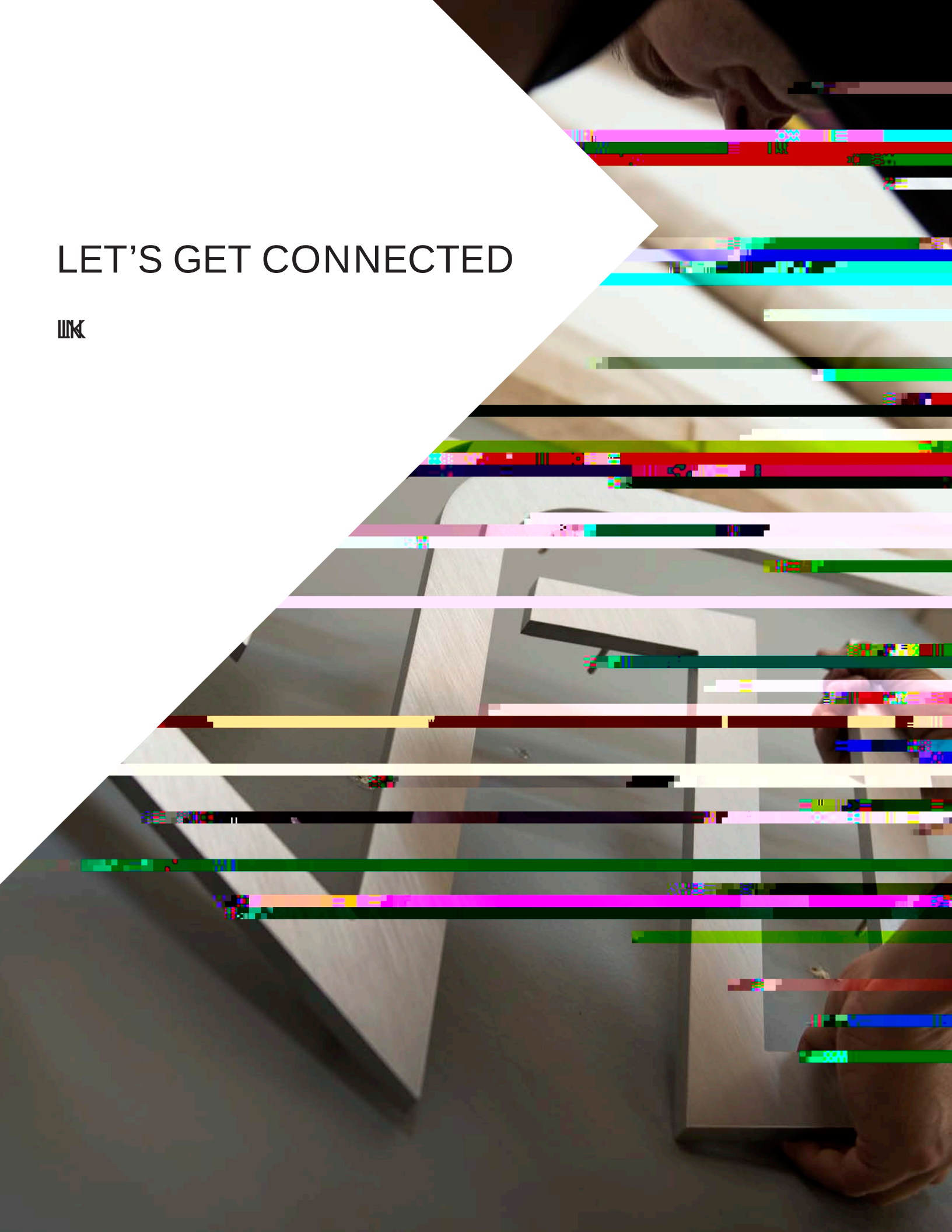
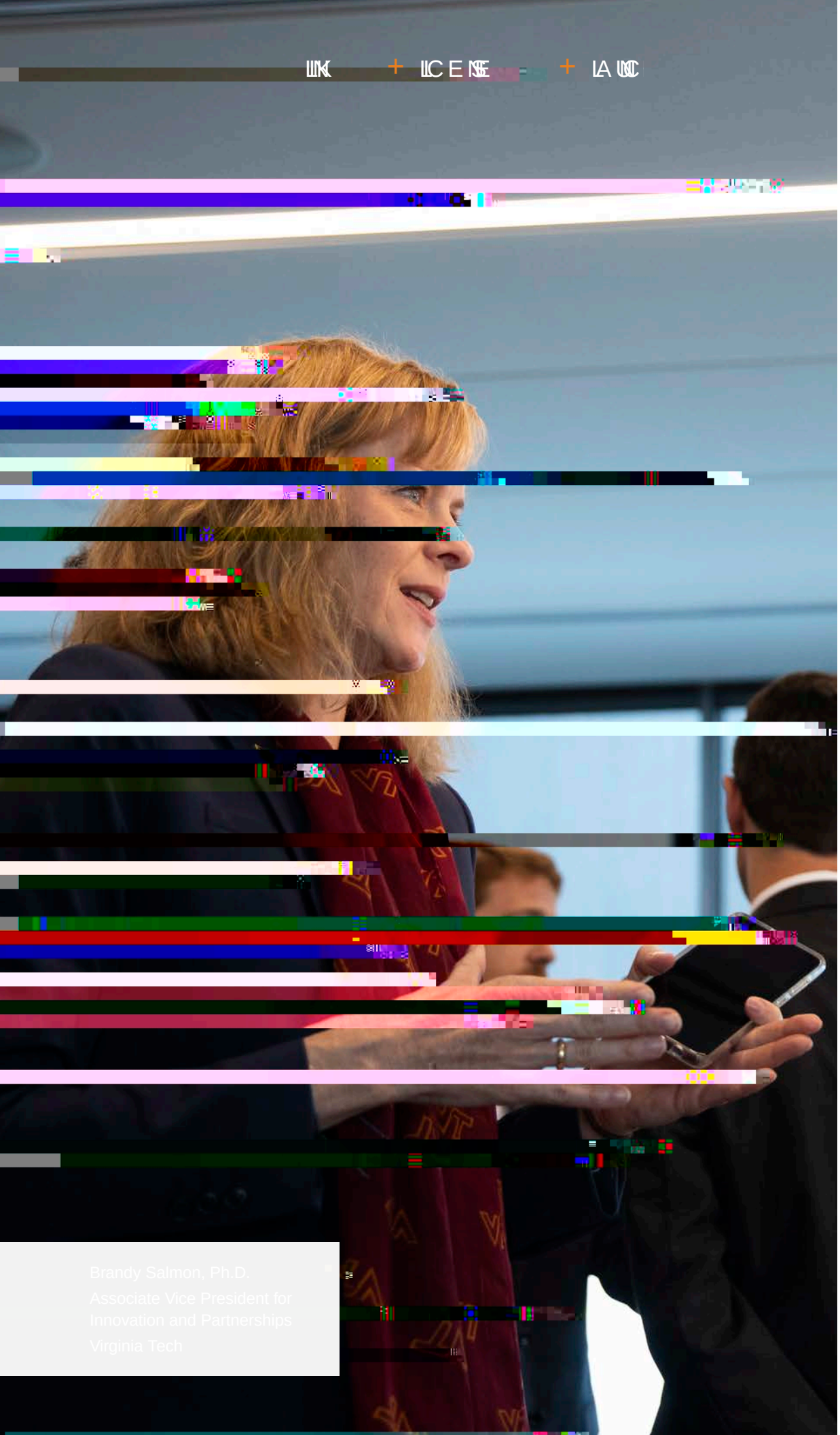
LET’S GET CONNECTED





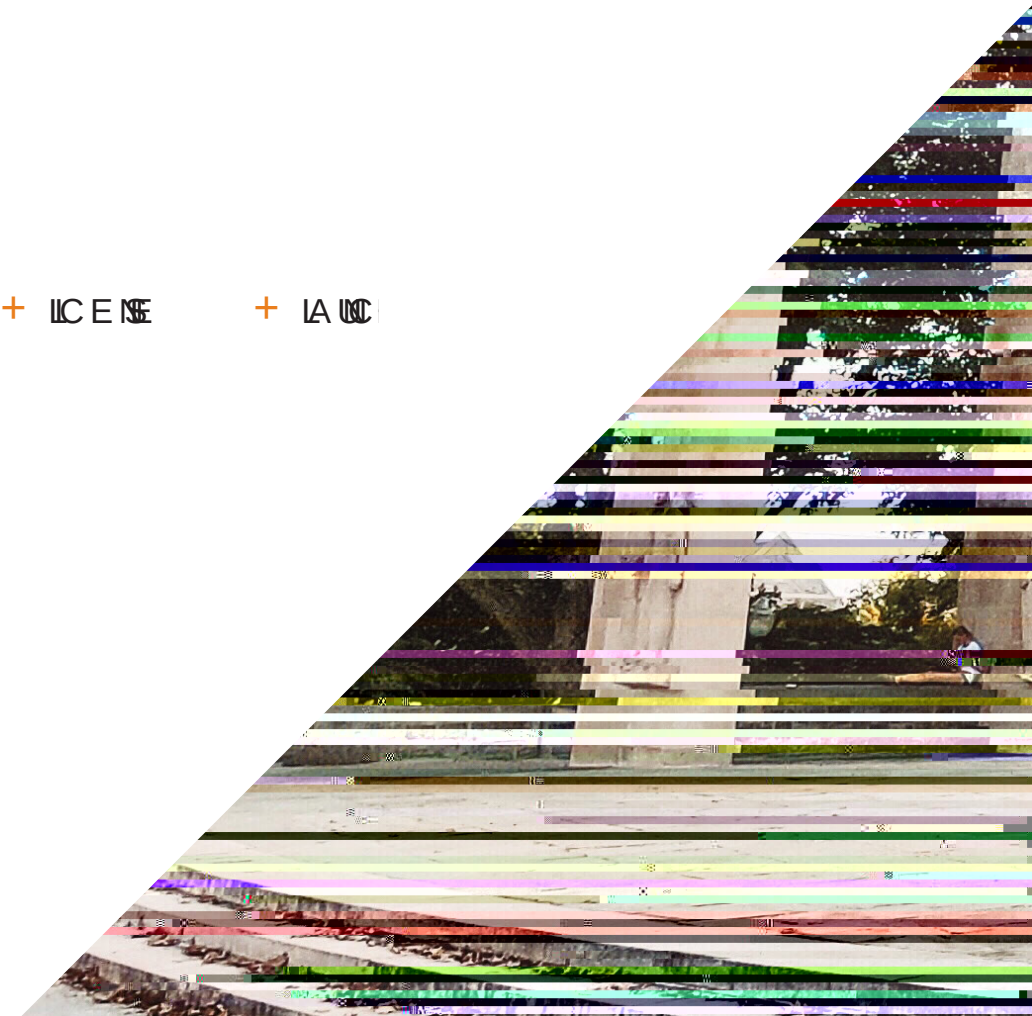
Brandy Salmon, Ph.D.
Associate Vice President for
Innovation and Partnerships
Virginia Tech

Welcome,

You’re trying to change the world.

So are we.

Let’s do it together.



In the modern economy, talent and technology are the leading sources of competitive advantage for organizations. As the very nature of work changes, firms are seeking new platforms for partnership and innovation. As the largest

We’re meeting the needs of the digital age.
In connection with the Amazon HQ2 expansion in

#5
Nationally in engineering degrees awarded

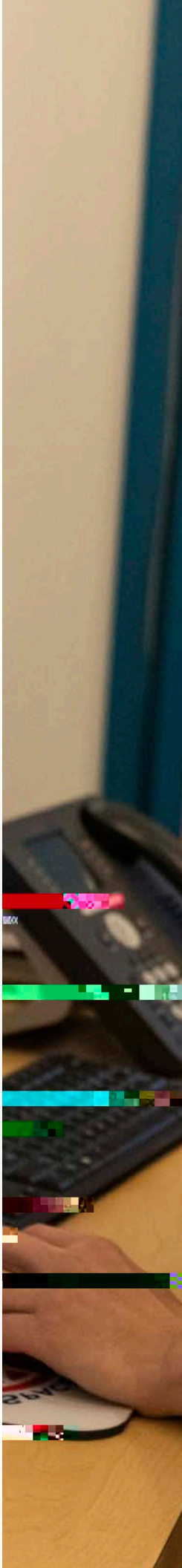
American Society of Engineering Education

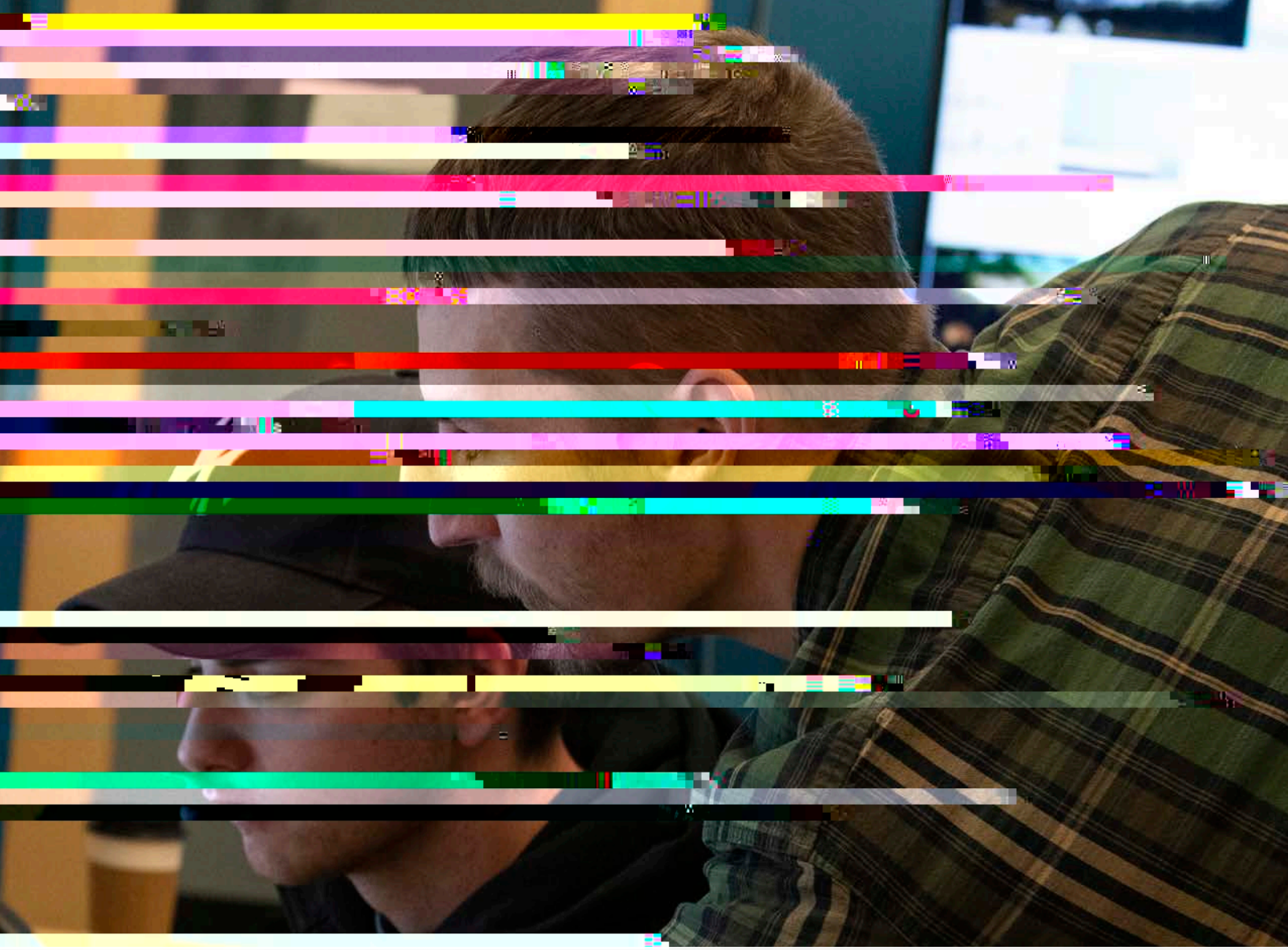
Virginia Tech has 34,000 students

#5
Top-rated engineering and computer science graduates

Wall Street Journal Recruiter

Land-grant mission of service

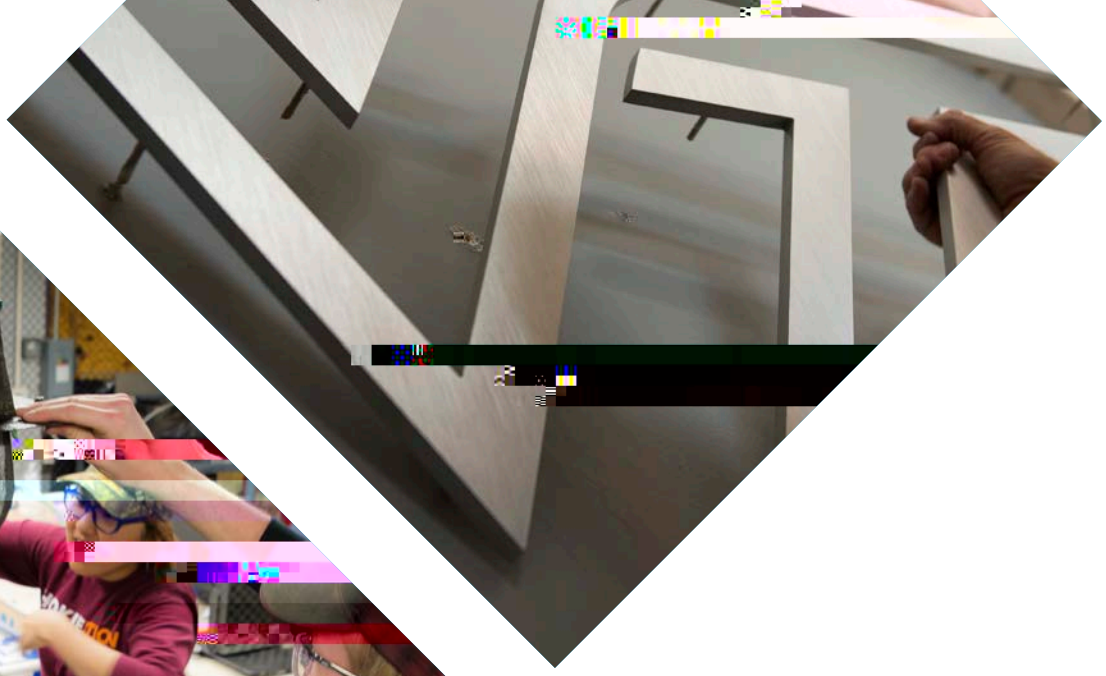




A recent $3.8M award from the Department of Defense in support of the Office of Naval Research's Manufacturing Engineering Education Program symbolizes our commitment to scaling pioneering programs needed by private- and public-sector partners.

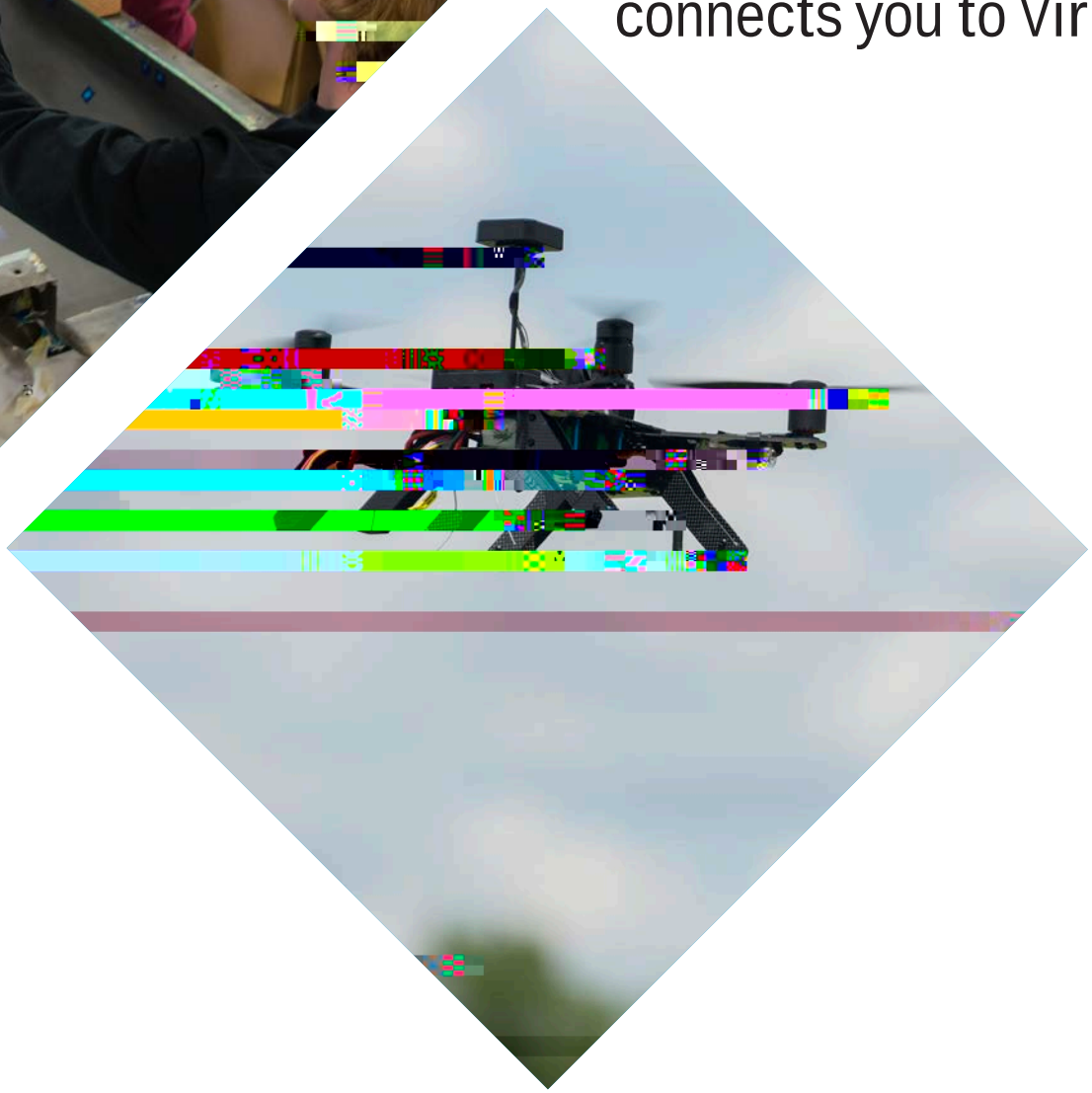
"The Virginia Tech team will work to create a multidisciplinary program that seeks to create and sustain a workforce for the design, application, and fabrication of systems such as communications, radar, and related areas in applied electromagnetics."

Bradley Davis, Research Assistant Professor at the Hume Center for National Security and Technolog



LINK + LICENSE + LAUNCH

connects you to Virginia Tech.

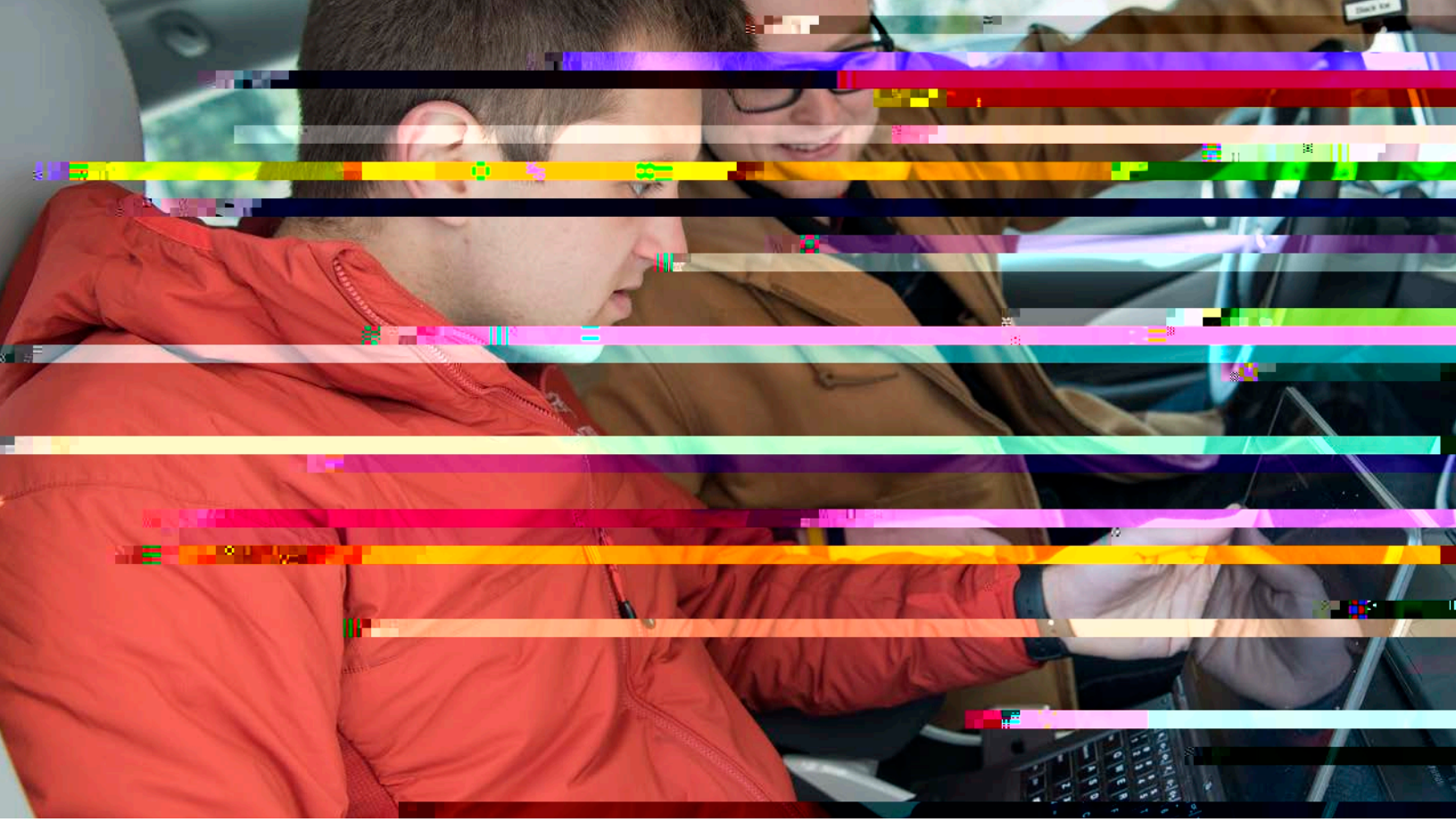


LINK + LICENSE + LAUNCH

L

We are optimists and problem solvers, and work in the spirit of our motto, Ut Prosim **That I May Serve.**

LINK LICENSE LAUNCH is a team of scientists, engineers, business developers, consultants, entrepreneurs, intellectual property attorneys, and technology transfer professionals. We bring the full complement of skills needed to support strategic alliances, commercialization, and new company formation.



We explore the human implications of next-gen technology. Through a human-centered approach, we not only develop next-generation solutions, but we explore the implications of technologies in the digital age. We create platforms for advancing participation in the workforce, expanding inclusion and diversity, and aiding equity and prosperity. Our growing footprint across the commonwealth creates opportunities along the urban-rural continuum.

We seek to include diverse perspectives. With our expanded Office for Inclusion and Diversity, we are bringing a host of new programs and engagement platforms to the university, including the College Access Collaborative, which is working to expand access to Virginia Tech for students in communities with low high-school and post-secondary education rates.

We've been there.

LINK LICENSE LAUNCH team has been assembled for partners with experience in both higher education and corporate settings:

Alliance management and business development

Successful start-ups

Biomedical, mechanical, nuclear, systems engineering, and research professions

Higher education and alumni relations

Federal program management

Non-profit and foundation program management

Strategic consulting

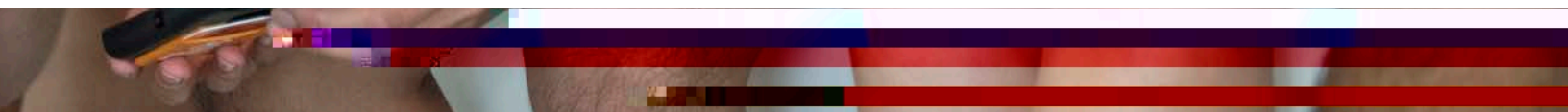
Intellectual property law

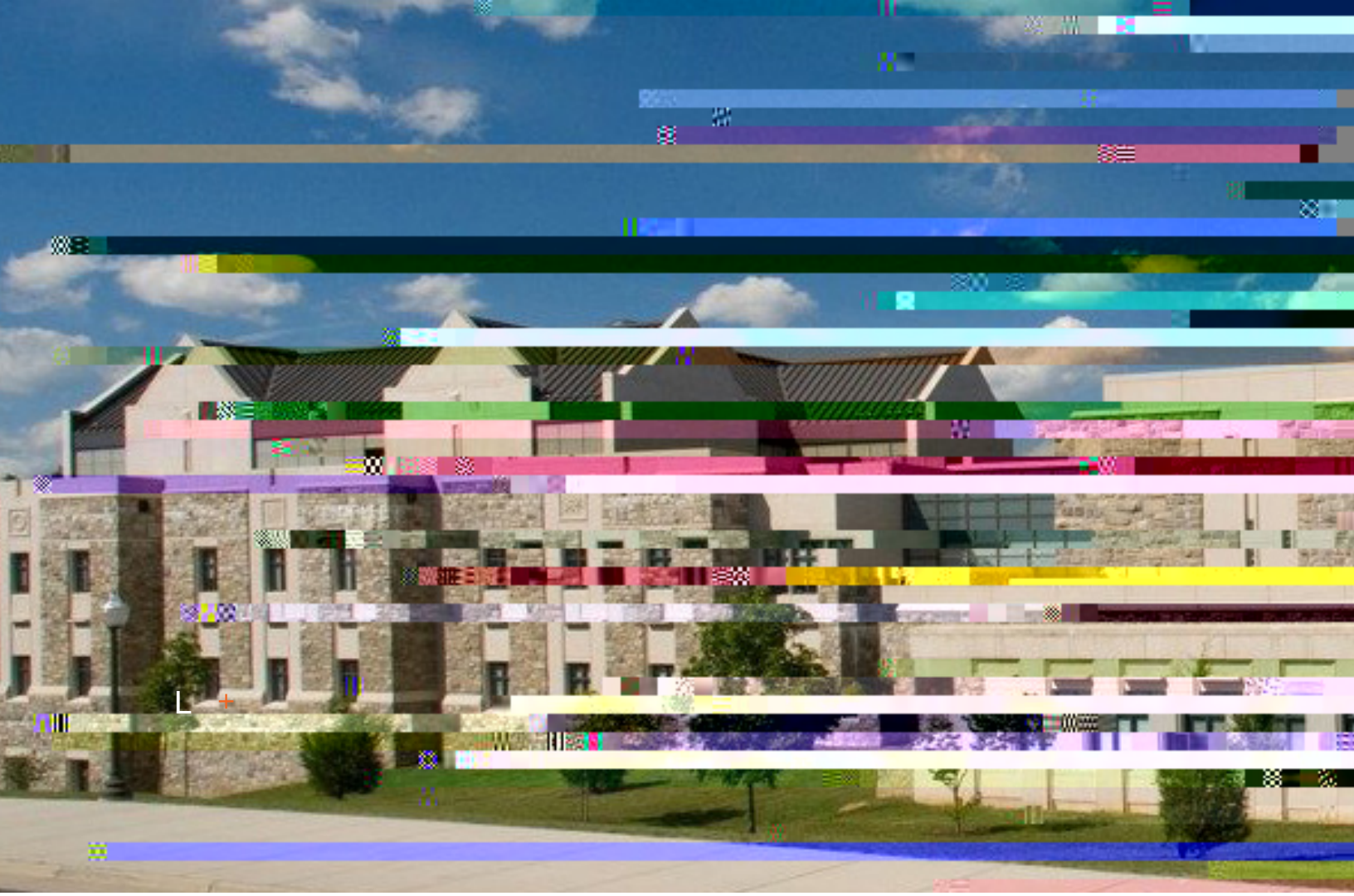
Project management and executive administration

Marketing and web development

Corporate leadership at companies including IBM, Medtronic, Guidant, Merck, BWXT, Booz Allen Hamilton, EAB, Luna Innovations, RTI International, and Novozymes

Academic and research leadership at organizations including Duke University, Indiana University, The George Washington University, the University of South Carolina, and Pacific Northwest National Labs

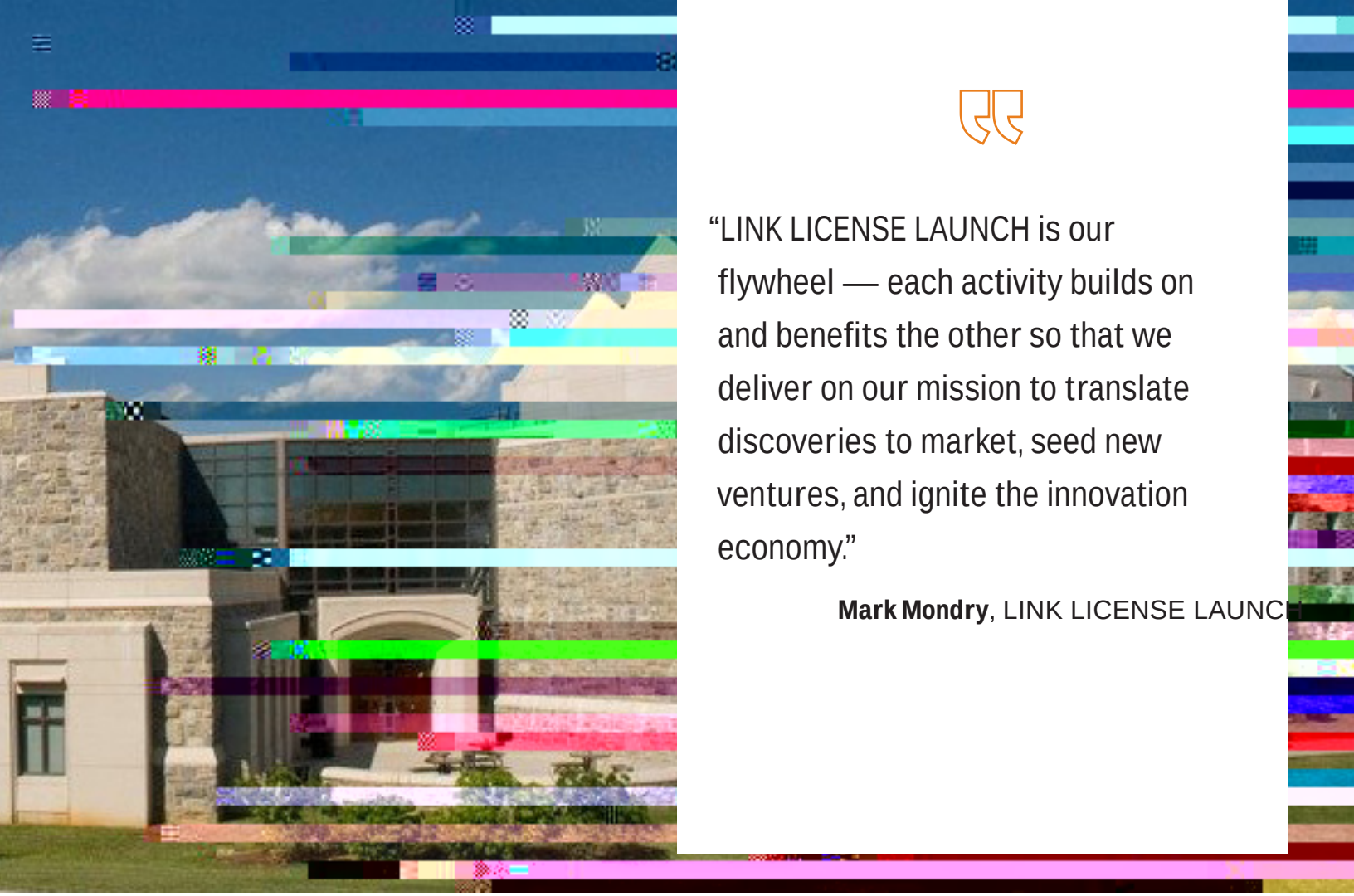




We are a one-stop shop.
Come visit!

Drawing from the university's deep bench of people, research, programs, and intellectual property, we offer a comprehensive set of services, from supporting industry partnerships to technology commercialization and start-ups.

LINK takes a proactive, portfolio-based approach to serve industry partners. We do the heavy lifting needed to move from ambition to actionable partnerships by staying abreast of market and company needs, drawing connections, hosting innovation sessions, putting pen to paper to shape ideas, and cutting through administrative hurdles.



“LINK LICENSE LAUNCH is our flywheel — each activity builds on and benefits the other so that we deliver on our mission to translate discoveries to market, seed new ventures, and ignite the innovation economy.”

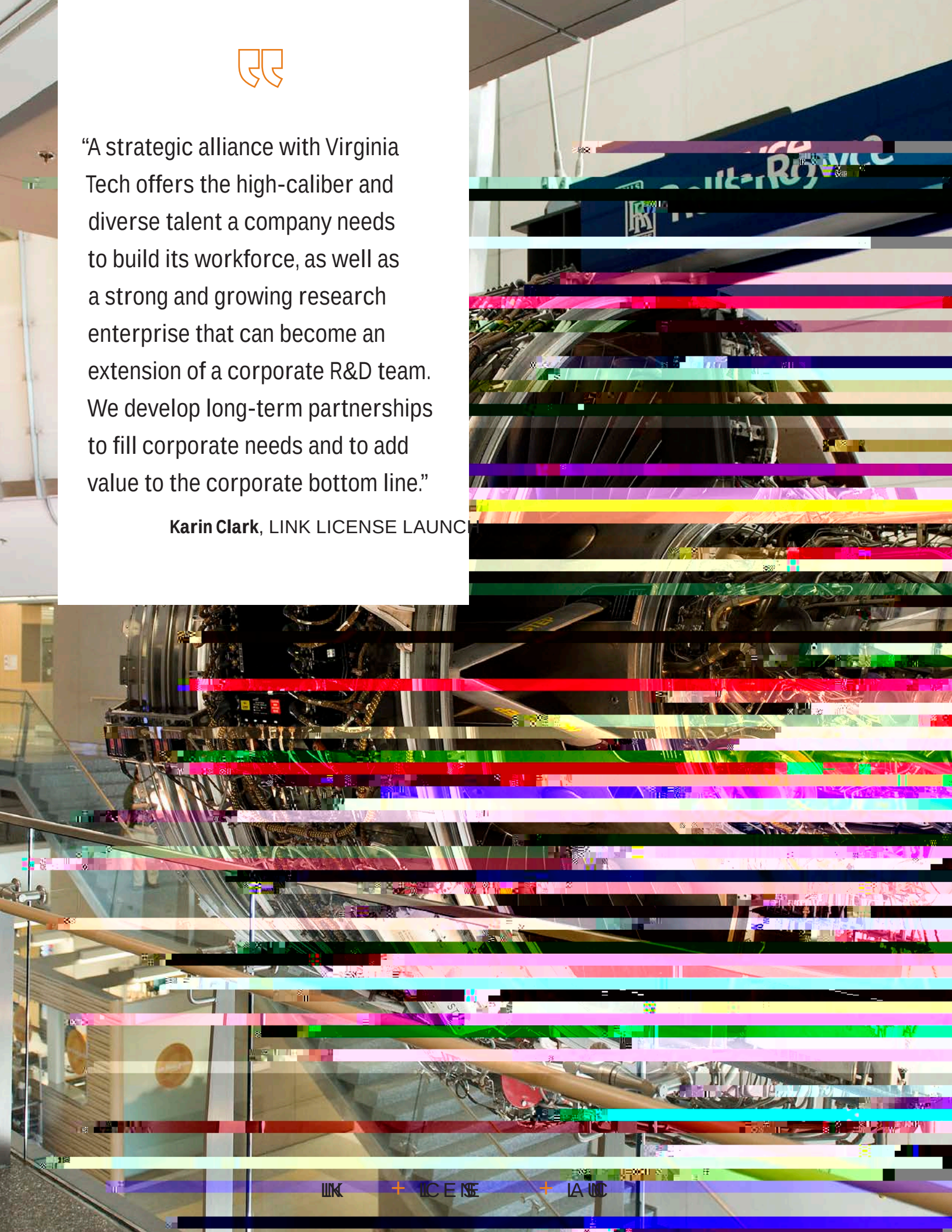
Mark Mondry, LINK LICENSE LAUNCH

LICENSE moves beyond traditional tech transfer by offering value-added assessment services and insight and business-friendly negotiation and licensing. Our experienced team knows what it takes to navigate the complex process of technology transfer and we bring a full suite of competencies, including depth in technology transfer and negotiation, new venture development, intellectual property (IP) management, and technical expertise.

LAUNCH, the Center for New Ventures, catalyzes start-ups by working with faculty, graduate students, and external parties to shape ideas and discoveries into fundable opportunities and by offering founder-friendly terms. With a service orientation, we evaluate discoveries for possible application and value, establish IP protection strategies, and, in collaboration with faculty and graduate students, shape opportunities to be transitioned to the market.

We've been busy.

And we're just getting started.



“A strategic alliance with Virginia Tech offers the high-caliber and diverse talent a company needs to build its workforce, as well as a strong and growing research enterprise that can become an extension of a corporate R&D team. We develop long-term partnerships to fill corporate needs and to add value to the corporate bottom line.”

Karin Clark, LINK LICENSE LAUNCH

We promote PARTNERSHIPS.

Let's get creative.

You have options. We navigate the intricacies, so you don't have to. We work with you to understand your needs and then facilitate cross-campus connections to talent and technology.

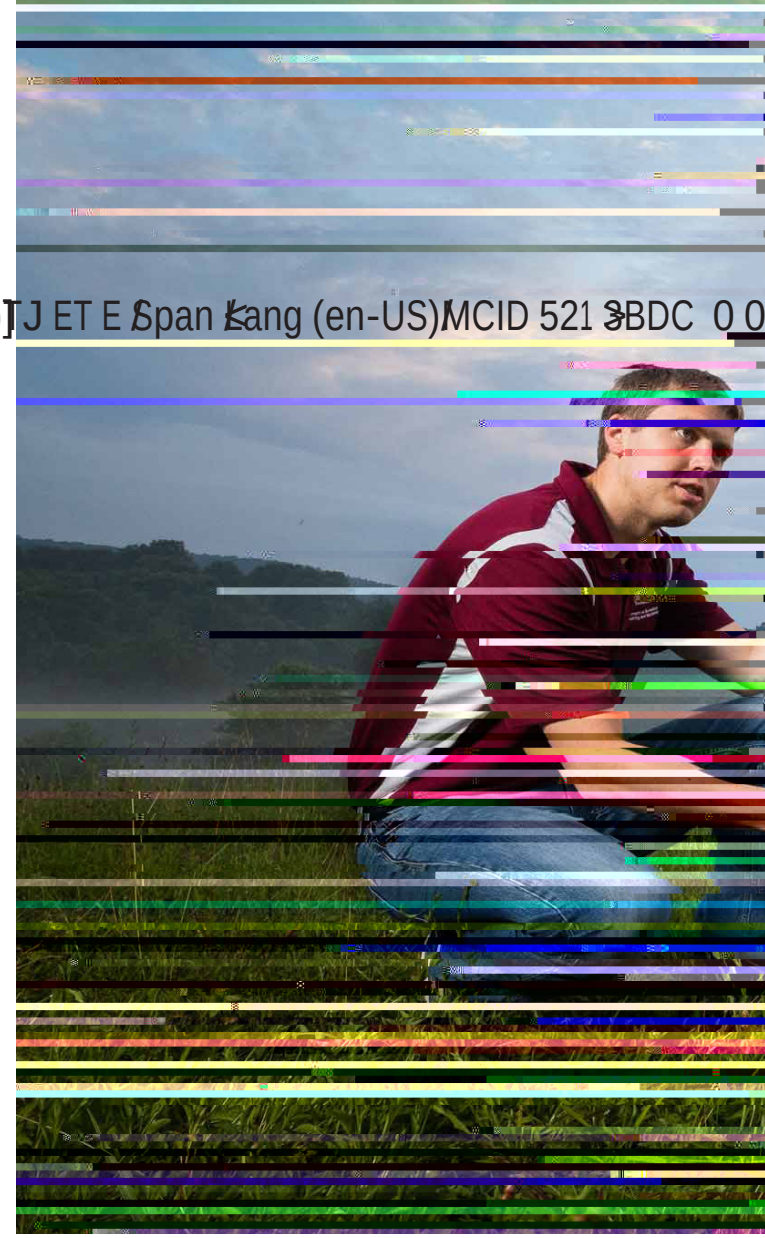
Virginia Tech has strategic relationships with many of the aviation giants, including Boeing, Raytheon Technologies, Northrop Grumman, Lockheed Martin, and Rolls-Royce. These companies have partnered with Virginia Tech because they like the product we turn out — sleeves-up, industry-ready students, who have the proven ability to tackle complex challenges. And they trust our faculty to provide timely, innovative research solutions that align with their corporate needs. These industry relationships enhance the education we provide, giving our students real, impactful work that is applicable to today's marketplace.

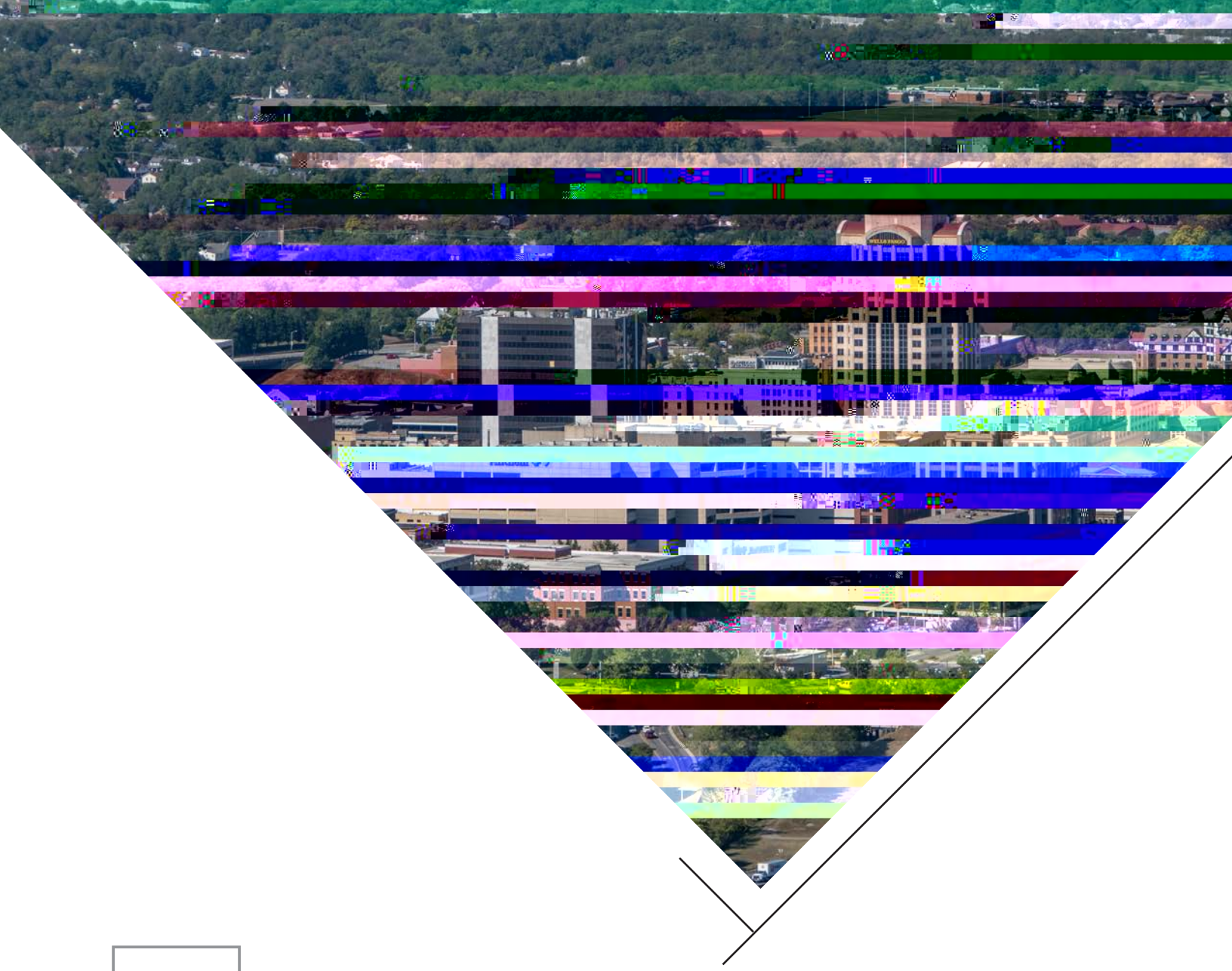
For over a decade, **Rolls-Royce** and Virginia Tech have leveraged capabilities in advanced systems diagnostics, flow modeling, power electronics, and other specialties to advance key aerospace technologies. Partnerships like those supporting the Rolls-Royce University Technology Center create a scaffold for other partnerships along the value chain and promote virtuous cycles of research, innovation, and talent that cannot be created within the walls of single organizations.

“Boeing is proud to support this trailblazing new program that will help Virginia Tech students develop the skills they need to become the innovators of the future.”

Tim Keating, Executive Vice President of Government Operations for The Boeing Company

“Sometimes the need for funding in today’s competitive academe4en-21limate ( )]TJ ET E /Span /Lang (en-US) /MCID 521 >>BDC 0 0





We think at scale.

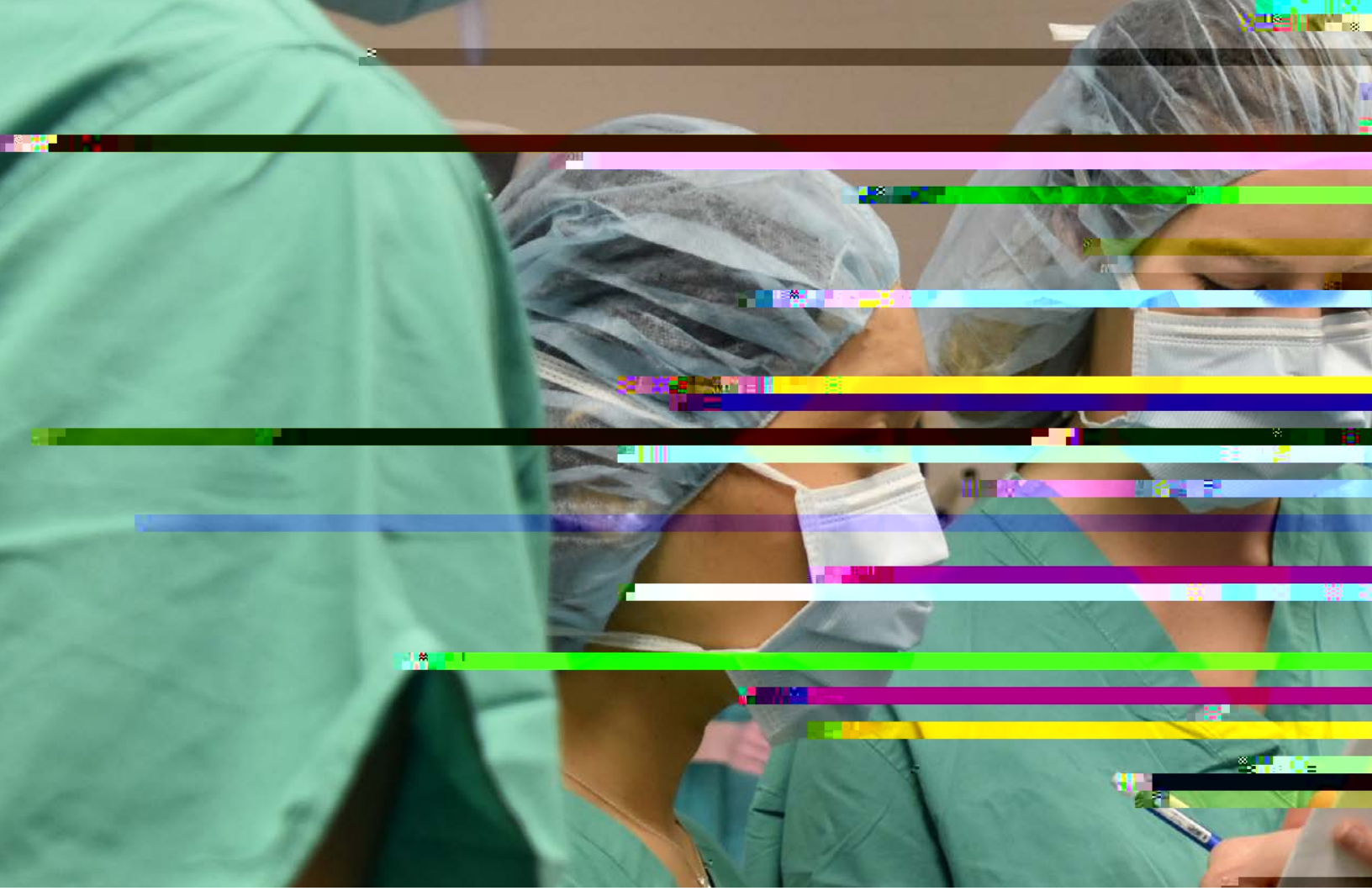
Find out how we are igniting innovation economies.

We partner to combine unique strengths.
A truly distinctive public-private partnerships, The Virginia Tech Carilion (VTC) School of Medicine and Fralin Biomedical Research Institute (FBRI) in Roanoke was established in 2010 to join our strengths in biological sciences and engineering with Carilion Clinic's experience in medical care delivery and medical education.

We deliver projects at scale.
Since the doors opened, FBRI has assembled over twenty-five research teams, with hundreds of faculty and staff. Focused on an ambitious mission, the teams are making transformational strides to advance the health of the region, the nation, and the world at the interface of innovative biomedical, behavioral, and computational research.
q1 k 6

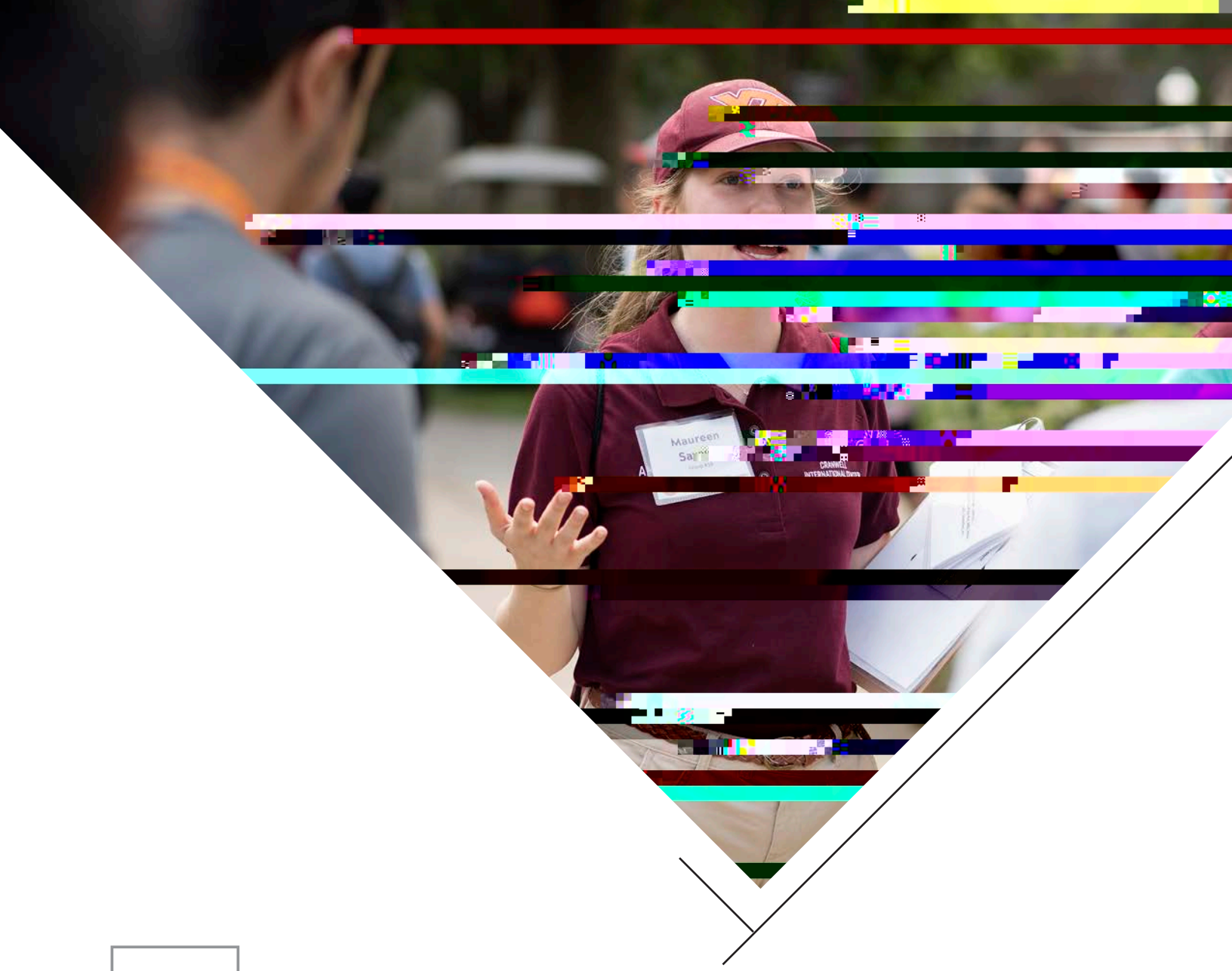
And fuel an innovation economy.
Entrepreneurial by design, FBRI teams work closely with LINK LICENSE LAUNCH to advance industry partnerships, license discoveries, and start new companies to fuel the innovation economy in southwestern Virginia and beyond.

Aligned with our mission of service, we promote the transition of technologies into the market for regional, state, and global impact.



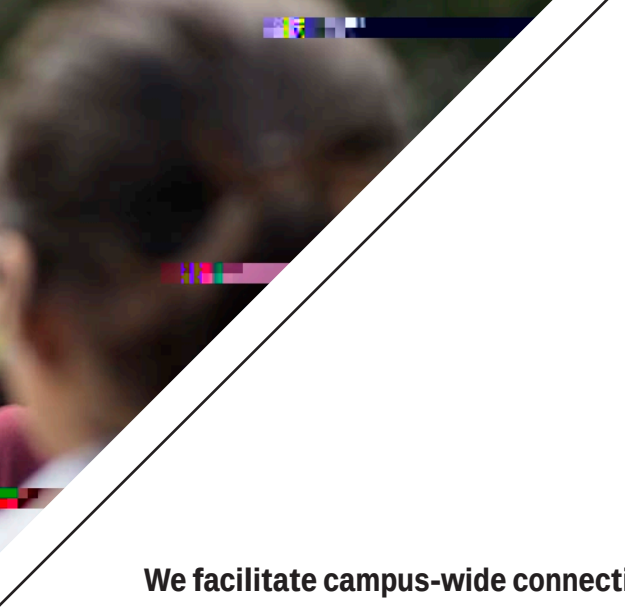
We drive impact at home.

Learn how Virginia Tech discoveries are spurring regional prosperity.



We create community.

Join the Hokie Nation.

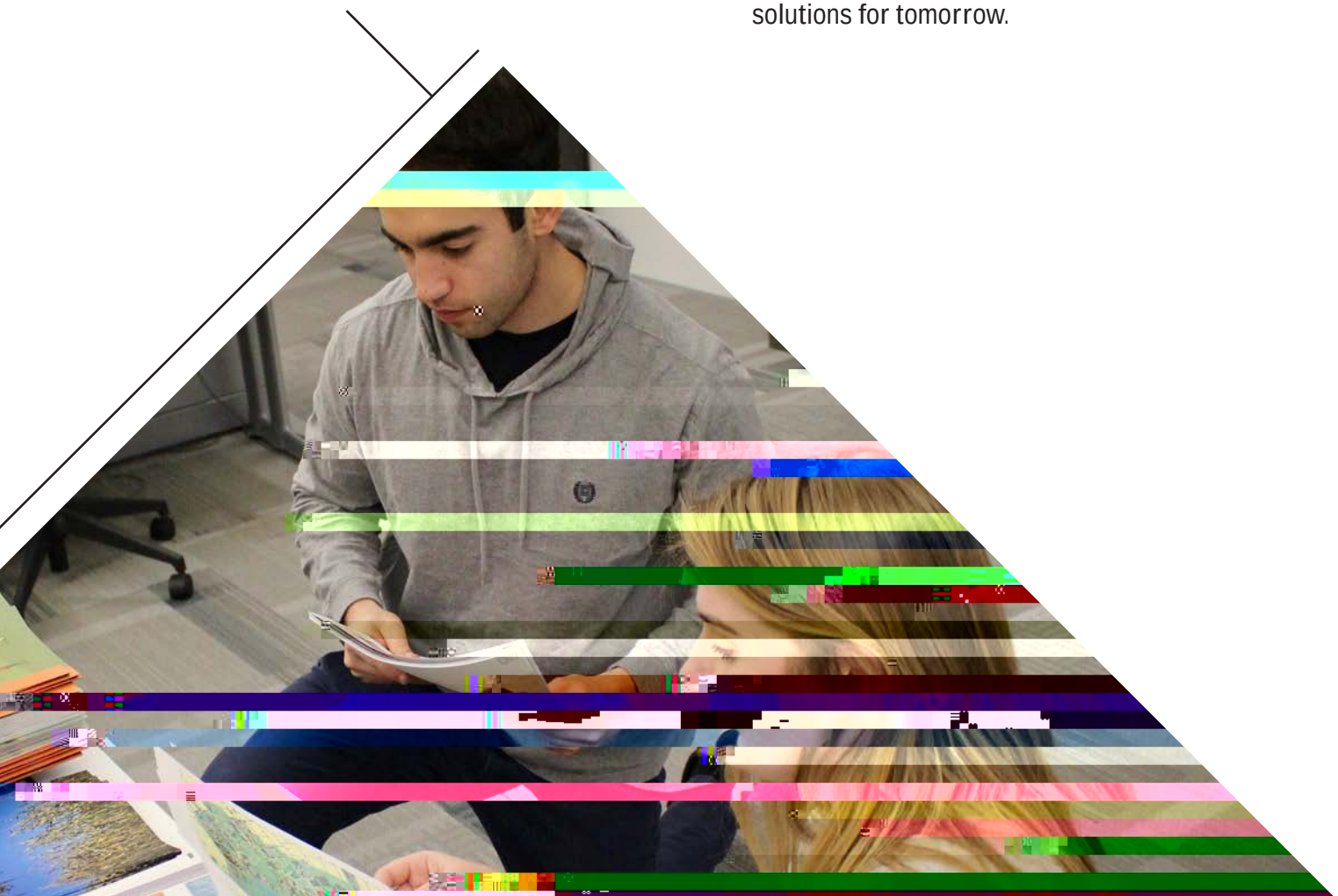


We facilitate campus-wide connections, in one place.

Our team customizes meetings, workshops, and events to meet our partners' needs. We bring the right combination of information, resourc

Our students can be your difference-maker.

At Virginia Tech, students are engaged with our partners. Through experiential learning opportunities and internships, competition teams, and sponsored research, we are shaping your workforce. A LINK LICENSE LAUNCH intern program trains students to assess technologies, provide market analysis, and communicate with our faculty and partners. We help develop the talent and provide pathways for our students and faculty to meet the requests of industry today and find solutions for tomorrow.



We are expanding our reach.

And it's a gamechanger.

Virginia Tech's Innovation Campus will address society's most pressing challenges and educate the next generation of technology pioneers.

When asked by the Commonwealth of Virginia to support the bid for Amazon's HQ2, the LINK LICENSE LAUNCH team led the charge to shape the concept of the Innovation Campus. Today, the team continues to drive partnership and innovation efforts – making a reality Virginia Tech's goal of creating a global destination for the tech sector on the east coast.

The Innovation Campus will address society's most pressing challenges while educating technology pioneers to drive prosperity for the next generation. As a land-grant university for the 21st century, Virginia Tech is perfectly positioned to deliver on this promise. Our heritage as the commonwealth's leading research land-grant institution and presence throughout Virginia's urban and rural communities, combined with our size and strength in key technical domains, uniquely equip us to lead the transformation.

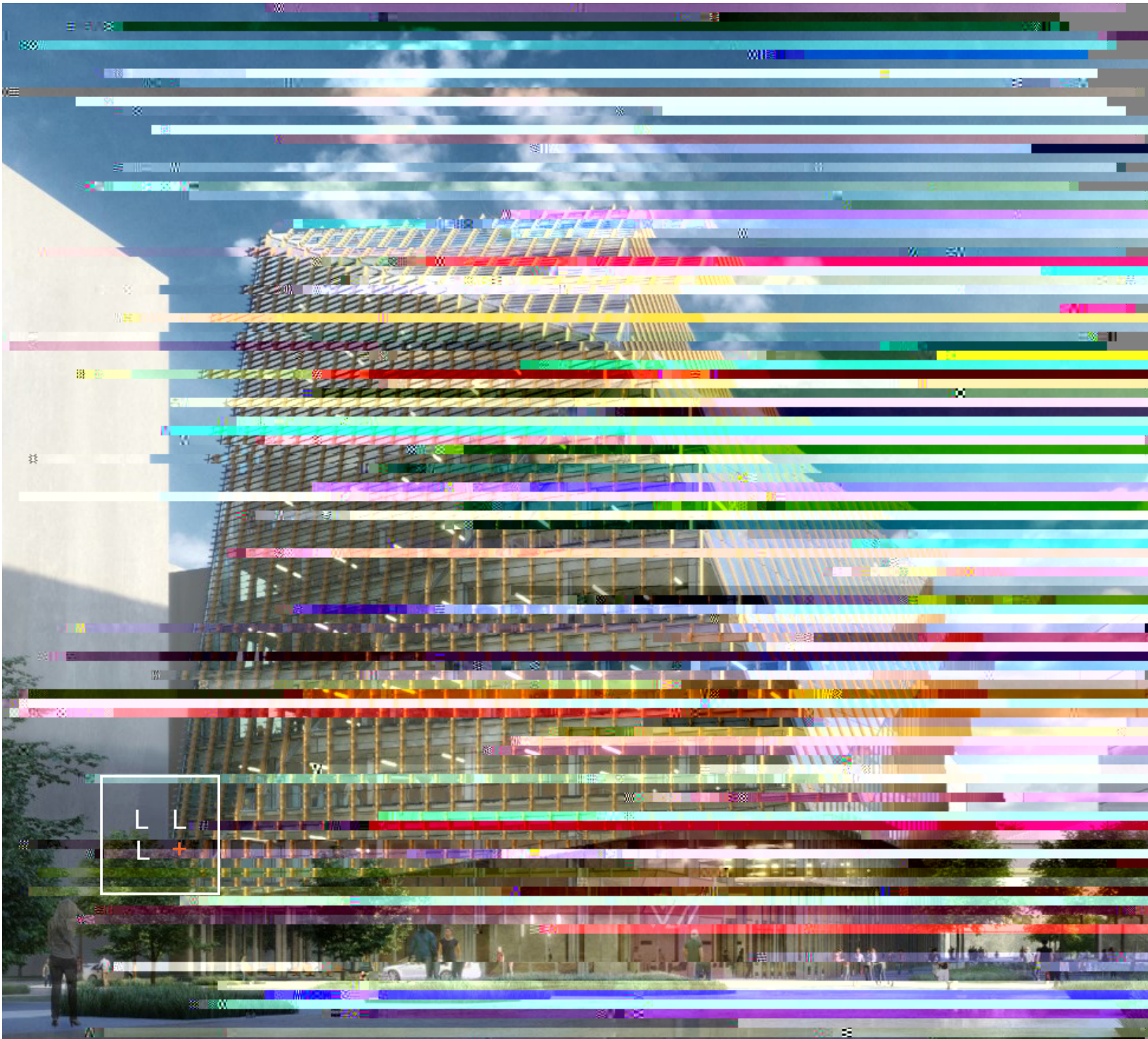
Assembling our faculty experts and partners in a strategic location near the nation's capital and leading tech companies, Virginia Tech is ready to think big and broad and explore the increasingly blurred boundaries between humans, computers, and systems. Our approach to technological innovation is human-centered, meaning the potential impact of the Innovation Campus is boundless.

Education at the Innovation Campus will span technical domains at the human-computing frontier and include artificial intelligence, machine learning, cybersecurity, data science and analytics, the Internet of Things, cyber-human systems, computing systems and networks at scale, distributed and cloud systems, high-performance computing, and human-computer interaction. Adjacent programs will include those at the intersection of humans, technology, policy, regulation, and ethics.

Virginia Tech's Innovation Campus is our opportunity to lead — regionally, nationally, globally — while also achieving the commonwealth's commitment to double the tech-talent pipeline, a goal set forth in the proposal that attracted Amazon to northern Virginia.

“I’m very excited to join Virginia Tech to help launch the Innovation Campus and the new master’s program in computer science that will close the talent gap by training students who want to accelerate career advancement, and by helping employers who have the need for this talent.”

Sara Hooshangi, Director of the Master of Engineering in Computer Science program



Spark new ideas.

Centers of Excellence
Joint faculty appointments
Sponsored research
Advisory Board opportunities
Industry affiliate programs
Co-location opportunities
Industry events
Competitions

What is Next Up? We're asking industry.

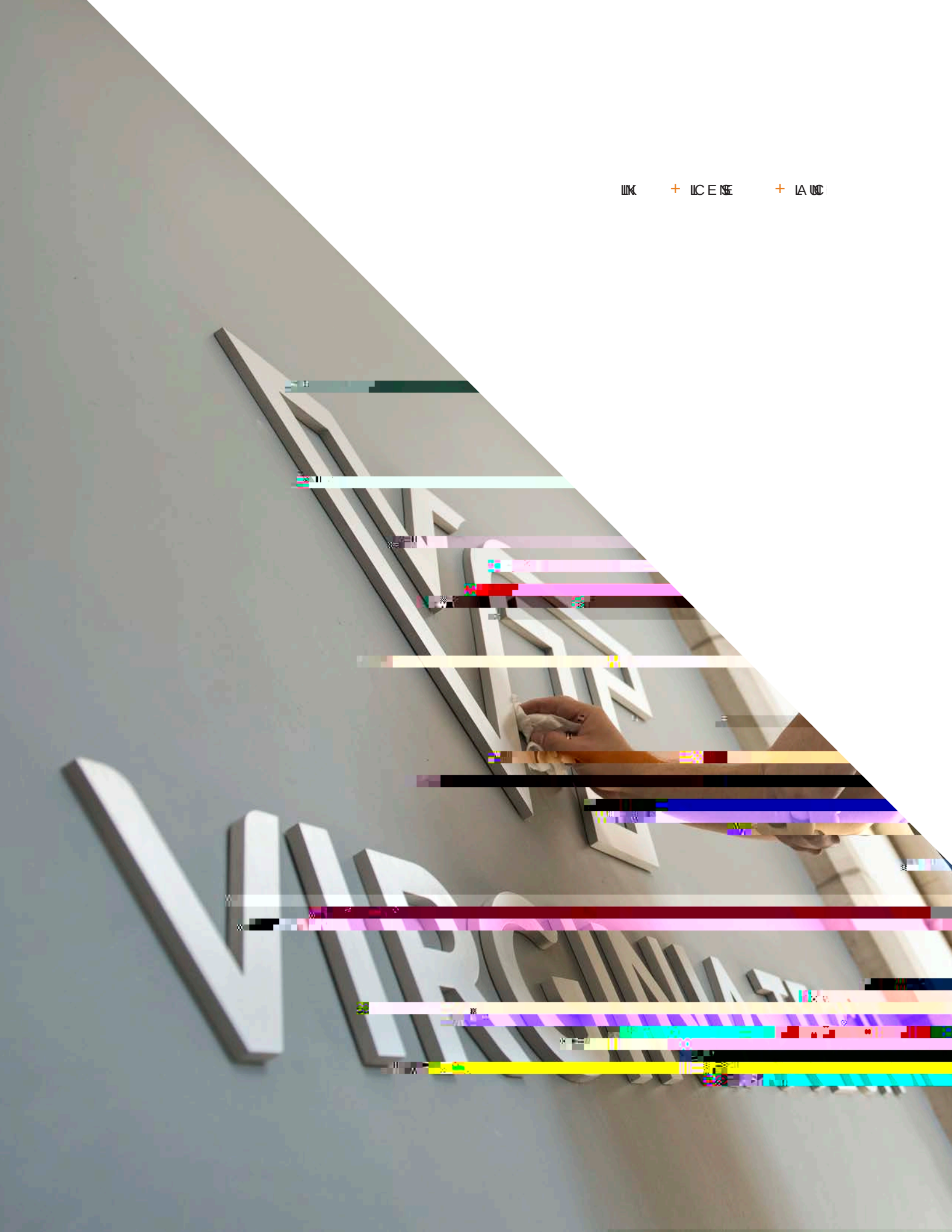
Virginia Tech is looking beyond the now in a regular series of roundtables and events, **"Next Up: Conversations to shape the future."** We engage leading thinkers, doers, and partners in conversations that look around the bend and ask questions that are shaping industry, government, higher education, and the world.

What is the future of truth, of work, of privacy, of transportation? Where is technology headed? What are the economic, human, and societal implications? What are the biggest needs in talent, research, and innovation? **How can we help?**

Answers to these questions are shaping our collective understanding and positioning Virginia Tech to be part of the solution in our delivery of market-relevant programs and cutting-edge research that will drive the 21st century digital economy.

Take part.

We have a lot to talk about.

Let’s get started.

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