



# Partnership Development

**RTI's Technology  
Commercialization Support**

**Get Connected**

**Partnerships are unique entities**, often involving disparate groups. RTI excels at identifying common needs across diverse organizations and creating a partnering opportunity where none was expected. We ensure that partnership interests are effectively communicated and the partnership meets or exceeds our client's goals and needs.

**RTI has substantial experience** across the partnership development process, specifically identification of potential partners, communicating the partnering opportunity, and organizing events that lead to partnerships. For each service, we begin by identifying and understanding your needs—whether they relate to a current technology or to anticipated future requirements. We can help you form a working relationship with an organization that is mutually beneficial to both parties. As with all our services, RTI can customize our partnership development activities to best suit your needs.

*From tactical to strategic, RTI  
offers a full range of services  
to meet your technology  
commercialization needs*



## Partnership Identification

Finding and forging productive partnerships is never easy. Even identifying the right partner candidates can be a challenge. RTI's cross-market visibility and structured methodologies help you identify ideal organizations, industries, or markets for partnership, based on your objectives. RTI taps into our network of external contacts, conducting interviews with market, industry, or technology experts to find the key players in your target market.

The result: a compilation of targeted organizations with appropriate technical matches and interest in collaboration, providing a clear picture of where and how to proceed.



## Marketing Communications

Successful pursuit of a licensing partner, joint development partner, or other creative partnering arrangements depends on accurate communication of the opportunity. The challenge: how to effectively translate the science and innovation into a business or partnership proposition.

RTI has the marketing tools and experience to develop and implement innovative and effective strategies for communicating a partnership opportunity to candidate partners. RTI will put our lessons learned and expertise in partnership development and marketing to work for you.

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## Event Support

Events such as symposia, conferences, expositions, and workshops can be excellent venues for showcasing your partnership opportunity and interacting with potential partners. RTI can open doors to collaboration opportunities by attending, networking, and exhibiting at an event for you, or even hosting your event.

We have managed events of all sizes on behalf of clients with a wide variety of partnership agendas. For example, RTI's Technology Venture Forums are a series of events focusing on selected technology areas.

Whether the solution is a small, intimate meeting or a large-scale conference, RTI's strength in forging relationships and earning trust among industry leaders will make it a success.



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RTI International is one of the world's leading research institutes, dedicated to improving the human condition by turning knowledge into practice. With projects in more than 40 countries and a staff of more than 2,600, RTI offers innovative research and technical solutions to governments and businesses worldwide in the areas of health and pharmaceuticals, education and training, surveys and statistics, advanced technology, democratic governance, economic and social development, energy, and the environment. For more information, visit [www.rti.org](http://www.rti.org).

RTI International is a trade name of Research Triangle Institute.