Sun microsystems

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Interval Software Architect

Forte™ Developer Tools

SABIT Technology Commercialization
How to Establish a Technology Relationship

Overview

- Assumptions
- Overcoming Success Barriers:
  - Establish trust
- First Meeting
- Rotators
- Managing Growth
- Personal Relationships

Asumptions

- Using the talent supply imbalance
    - Communication barriers
    - Trust
    - Not invented here
    - Knowledge gaps
    - Infrastructure gaps
    - Others?

Overcoming Success Barriers

- Establish trust
    - Personal & Instatutionalized
- Technical communication first

First Meeting

- Create a "safe" neutral setting

- Prepare

- Set expectations

- Be clear what you want

- Establish a tradition of openness

- "Walk the talk"

Rotators

- Are critical to success

- They
  - Reduce "FUD"
  - Provide clear communication
  - Make deliveries "invisible"
  - Eliminate mistakes before they can happen
  - Provide insight into the partner
  - Find "brain food" projects

Managing Growth

- Success will lead to a need to "control"
- Politely resist, if possible
- Ask why
- Ask how
- Do a detailed cost/benefit analysis

Personal Relationships

- Be prepared to create a "family"
- Pick an "advocate" if possible
- Little ripples turn into big waves
- However, "Business is business!"
- Successful projects can change the world

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