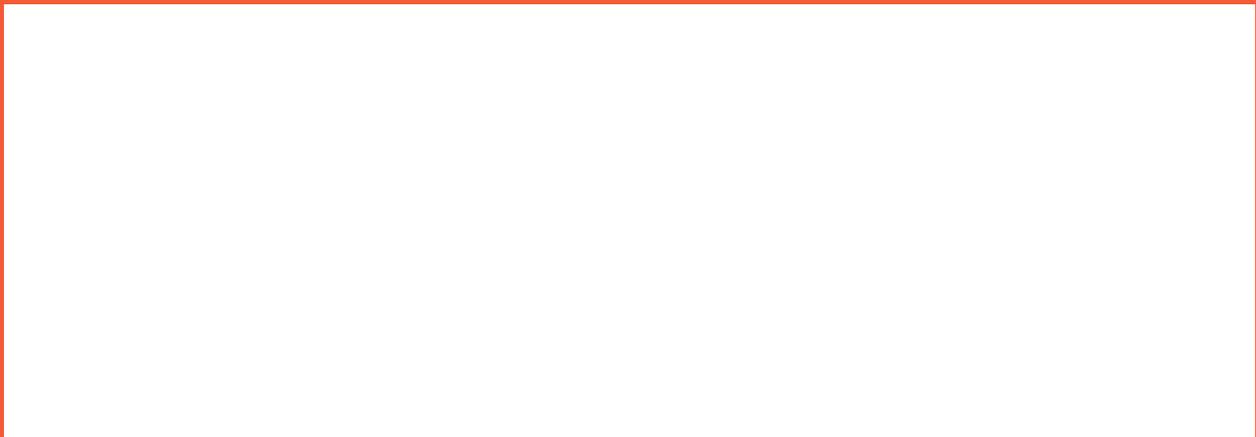


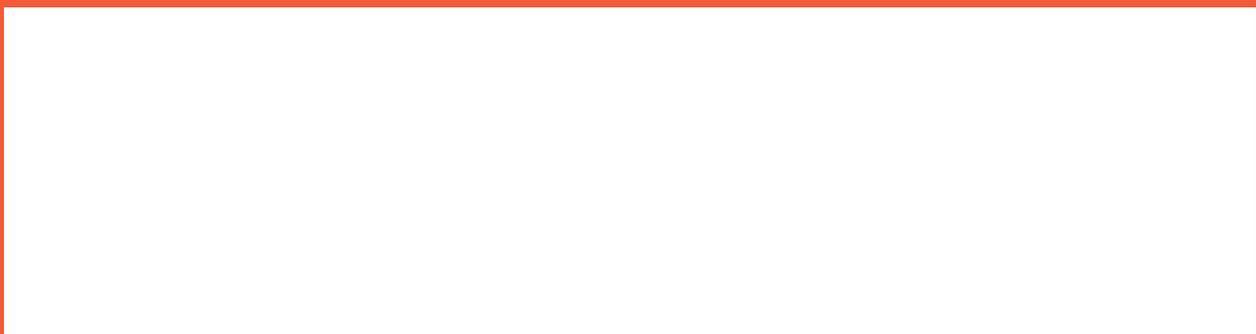
# Collaboration: Industry

Now it's time to connect with leaders in your industry. Don't be intimidated--even if someone has an impressive resume or title, there's a good chance they'll want to support you. Also, if you have direct experience with a disease, you are an expert, too! Before you reach out, do a little research on their background and career. This worksheet will help you get your foot in the door and build relationships with industry professionals.

1. Individual leaders and impactful institutions can be found by looking at who is sponsoring events, who is presenting at forums, who is sponsoring research projects, who is offering grants, etc.



2. Which are the larger umbrella organizations, research institutions or professional societies that serve your disease space?



3. Search their websites and look for logos of biopharmaceutical companies, technology companies and/or partner organizations that are listed. These could be potential funders or opportunities you hadn't thought of to collaborate with.



4. On their websites, search for the contacts that can help move your work forward-- patient advocacy, communications, research, etc. Start building bridges and expanding the expertise available to your movements. Reach out!

Don't know where to start - try this template we have found handy:

Hello [REDACTED],

I'm at [REDACTED] organization and I really admire the work [REDACTED] is doing in the [REDACTED] space.

I'd love to pick your brain and am wondering if you have some time to connect this week or next?. At [REDACTED] we're looking to expand and we'd love your expertise in the field.

Thanks!

5. For each meeting, ask yourself:

- How can you collaborate with this person or company?
- What are they working on that you want to promote?
- What expertise do they have that your cause could benefit from?
- What programs does their company offer that you can utilize?

Slowly, you'll create a contact list filled with valuable data, collaborators and resources. The sky's the limit! Don't be afraid to put yourself out there -- you'll be amazed how much people want to support you.

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