



BUSINESS LINK

www.emich.edu/businesslink

5 - 7 pm
Join us for our launch event!
Business Link is launching
on October 26, 2016
Email us at business_link@emich.edu

What is Business Link?

Business Link is a one door virtual platform to link, cultivate & initiate collaboration, partnerships and patent licensing between businesses, corporate entities and Eastern Michigan University.

Why?

Universities are large systems with many differing avenues for collaboration. Business Link allows businesses one door, one entry point to navigating all university areas relevant to business and industry.

Who oversees Business Link?

Business Link, housed in Engage @ EMU is coordinated by The Business Engaged Council (BEC), which is made up of directors from:

- Commercialization & Technology Transfer
- Office of Research Development and Administration
- EMU Foundation
- Career Services
- Engage@EMU Training, Testing & Certification Center
- College of Business

and the Associate Provost and VP of Research and the Graduate school. The BEC works across University departments to ensure collaboration in all areas: internships, patents, entrepreneurship, research, economic development, training and curriculum with emphasis on continued growth and transformation.

How does Business Link work?

Business Link's virtual platform allows businesses large and small, local and global to connect with EMU's business related assets in an accessible and navigable way.

Business Link is organized by the following pathways:

- Talent Pathway
- Student Talent
- Research Pathway
- Commercialization & Technology Transfer Pathway
- Centers, Institutes & Laboratories Pathway
- Training, Testing & Certifications
- Corporate Partnerships & Impact
- Academic Curriculum & Program
- Connect & Cultivate Pathway

Businesses and corporate entities unable to locate the ideal programmatic pathway can contact Business Link through the *Connect & Cultivate* pathway where the Business Engaged Council will facilitate and/or cultivate (triage) possible university partners and collaborators to meet businesses' requests.

Eastern Michigan University

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