



**M** UNIVERSITY OF MICHIGAN  
**business**engagement  
CENTER

Recruit

Research

License

Educate

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Connecting at Michigan

## Partner or Perish

Education, Innovation,  
Collaboration & Economic  
Development

[www.bec.umich.edu](http://www.bec.umich.edu)



Supporting business growth is a University priority

[bec.umich.edu](http://bec.umich.edu)

***“Partner or Perish ... The University of Michigan is committed to playing a leading role in enhancing the economic vitality of our region and our nation.”***

***–PRESIDENT MARY SUE COLEMAN***

***“the University of Michigan leadership team have been hard at work finding new ways to forge these partnerships, to generate a culture of risk, and to make education and investment in entrepreneurship a priority.”***

***–VICE PRESIDENT FOR RESEARCH, STEVE FORREST***



BEC: Here to serve our clients

[bec.umich.edu](http://bec.umich.edu)

- **Connect:** Industry needs with U-M assets
- **Integrate:** U-M functions to fundamentally improve partnerships with industry
- **Promote:** Economic development
- **Maximize:** Engagement...on all levels



What this really means

[bec.umich.edu](http://bec.umich.edu)

## **A Single Interface to Assist Companies With:**

- **Student Recruiting**
- **Student Design Projects/Team Projects**
- **Technology Utilization/Commercialization**
- **Joint Research Projects**
- **Faculty Consulting**
- **Professional Development**  
(short courses, distance learning, special programs)
- **Utilizing Lab Space/Facilities**
- **Speaking Opportunities**
- **Advisory Board Participation**
- **Vendor Relationships**
- **Philanthropy**



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A matrix of connections

bec.umich.edu

Steelcase



>1200 Companies



YAHOO!



Raytheon

BEC  
Relationship  
Managers

iRobot



Community  
Organizations

U-M Units

