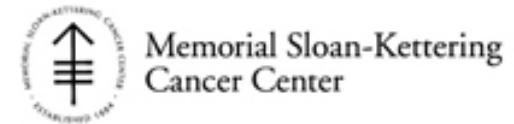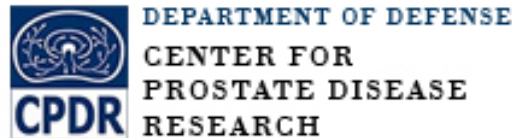# Do's of networking in the biopharma industry

1. Understand the *industry* perspective (Why we collaborate?)
   - Access to your unique samples (e.g., models, biospecimens)
   - Showcase our technology
   - Recognition in the scientific community (e.g., KOLs, publications)
   - Develop of relationships
   - *Not simply because its interesting*

2. Educate yourself on IP considerations and industry-academia partnerships
   - CDA vs. CRADA
   - MTA
   - Research Foundation

3. Define the project scope, deliverables, timelines, and ownership of data up front and stick to them

Don'ts of networking in the biopharma industry

1. Forget you're a rainbow unicorn