

## SAMPLE MARKETING MATERIALS – Business Development

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### Sample recruiting email:

(SAMPLE 1)

Greetings!

Are you interested in learning how labs and corporations structure business deals?

[YOUR ORGANIZATION] will be holding a class called **Business Development for Basic Scientists** on [DATE] at [LOCATION]. Participants will learn and apply basic concepts of business development (e.g. deal structure, deal funding, and collaborations) in academic and industry settings. This workshop is geared towards graduate students and postdocs pursuing a career in industry or business of science, or planning to start an academic lab.

The workshop is offered at no cost. Space is limited.  
Apply today – [application link]

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(SAMPLE 2)

Hello Postdocs and Graduate Students!

We would like to offer you the opportunity to apply for a spot in a **Business Development Workshop for Basic Scientists**.

This workshop is designed to teach bench researchers how scientists in labs and corporations structure business deals. Participants will learn and apply basic concepts of business development (e.g. deal structure, deal funding, and collaborations) in academic and industry settings.

It will be an interactive session geared towards graduate students and postdocs pursuing a career in industry or business of science, or planning to start an academic lab.

The application is now open and can be accessed using this link: [LINK]

You must submit the application **by [TIME], [DATE]**. We will evaluate each applicant and notify the selected students within a week after the deadline. Only [X] spaces are available.

Should you be selected to participate, the workshop will take place on [DATE, TIME].

Please see the attached flyer – and send any questions to:

Sample info from flyer:

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# Business Development

## for Basic Scientists

Mission Bay: June 8, 2016, 12-2 p.m.

Learn about how companies and academic labs structure and finance deals.

Attend this workshop designed for bench researchers.

Space is limited.

Apply now - <http://bit.ly/BD4Scientists>

[career.ucsf.edu](http://career.ucsf.edu) | [ocpd@ucsf.edu](mailto:ocpd@ucsf.edu) | 415-476-4986

### Sample reminder email, to accepted participants:

(SAMPLE 1)

Greetings!

The Business Development workshop will be held this [DATE] from [TIME] in [LOCATION]. To prepare for the workshop, please watch the lecture videos before class at <https://career.ucsf.edu/bd4scientists>

What can you expect during class? You will be discussing case studies to apply knowledge from the lecture. The case study information is posted on the webpage. Please review the cases and companies beforehand. Past participants who browsed the websites before class reported a more positive and engaging in-class experience. We will have faculty members and industry professionals present to facilitate the case study discussions.

We look forward to seeing you at the workshop.

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(SAMPLE 2)

Hi Everyone,

I'm emailing as a reminder that the interactive Business Development workshop is tomorrow from [TIME, DATE] in [LOCATION].

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***Please bring your laptop or tablet*** for the group discussion. You will practice identifying potential areas for business development from company's website.

Please watch the lecture videos if you haven't already - <https://career.ucsf.edu/bd4scientists>

If you're not excited enough, we have a great set of facilitators:

[FACILITATOR NAME], TITLE

[FACILITATOR NAME], TITLE

[FACILITATOR NAME], TITLE

Finally, and importantly – please arrive 10-15 minutes early. Come early to collect your handouts and sign-in. Come early to meet the facilitators. Come early. We will start promptly at [time].

I look forward to seeing you all there tomorrow!