



ILLINOIS
INNOVATION
VOUCHERS

VIRTUAL UNIVERSITY SPOTLIGHT

PARTNERING FOR PROGRESS

We're launching a series of **Virtual University Spotlight's**—a high-visibility opportunity for your institution to present its unique R&D strengths and partnership opportunities. These sessions give Illinois startups and small businesses a direct look at how they can collaborate with your university on cutting-edge work.

This is a platform to highlight your faculty expertise, research infrastructure, and real-world impact. While aligned with the Illinois Innovation Voucher Program, the emphasis is on raising your institution's visibility and building new connections with potential industry partners across the state.

Participating universities will have the opportunity to:

- **Highlight core research strengths** and standout faculty expertise
- **Increase visibility** as a trusted innovation partner within Illinois' ecosystem
- **Attract new connections** with startups and small businesses statewide
- **Share compelling stories** of successful university-industry collaborations

WHAT TO EXPECT:

Each session will be a 30-minute recorded Zoom event, moderated by ISTC's Jacob Barry.

The format is informal and conversational—not scripted—with two main parts:

- **15–20 minutes** of guided conversation to highlight your university's research strengths, collaboration opportunities, and areas of industry engagement

- **10–15 minutes** for audience Q&A, giving Illinois companies a chance to connect directly with you
- **(Optional)** We will coordinate with one of your past voucher recipients to join the session and share the impact of your collaboration

We'll send you prep questions in advance and tailor them to your institution's focus. ISTC will also handle all promotion—we'll provide marketing materials, graphics, and suggested language so it's easy to share the event with your internal networks.

WHAT WE NEED FROM YOU

- A primary contact to coordinate with ISTC.
- 1–2 university representatives who can speak to your research strengths, industry engagement, and innovation or tech transfer programs.

HOW THE SESSION WILL BE SHARED?

Recordings will be featured on ISTC's digital platforms and shared directly with startups and small businesses interested in engaging with Illinois universities through the Innovation Voucher Program.

ABOUT VOUCHERS

The Illinois Innovation Voucher Program helps small businesses team up with nonprofit Illinois universities to tackle R&D projects. It covers up to 75% of the cost (max \$75,000), empowering both parties to collaborate without barriers.

Learn more: www.ilinnovouchers.org

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