



**UNIVERSITY COLLABORATION**

- University of Nebraska at Kearney (UNK)
- University of Nebraska – Lincoln (UNL)
- University of Nebraska Medical Center (UNMC)
- University of Nebraska at Omaha (UNO)

**CENTER DIRECTOR**

Catherine Lang, State Director, Nebraska Business Development Center (NBDC)

**CENTER ACTIVITIES**

- Provides single point of contact for access to NU resources
- Connects businesses to key resources for startup and growth, innovation and technology commercialization, government contracting, resilience and recovery and generational transfer strategies.
- Facilitates important partnerships among Nebraska businesses, organizations and NU resources

**CLIENTS**

- Nebraska businesses

**PARTNERS**

UNL Industry Relations, UNeMed at UNMC, and the Nebraska Business Development Center at UNK and at UNO

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# NU Connections

The University of Nebraska’s EDA University Center, called NU Connections, helps Nebraska businesses leverage the University of Nebraska’s resources to get ahead.

A collaboration among the four campuses (UNK, UNL UNMC, UNO)—NU Connections links businesses with the University of Nebraska’s top-notch people, tools and resources. With one simple contact to NU Connections, we help Nebraska businesses excel and grow.

Together with our partners — UNL Industry Relations, UNeMed at UNMC and the Nebraska Business Development Center (NBDC) at UNK and at UNO — NU Connections provides Nebraska businesses access to startup assistance, laboratory and facility use, research and technology development, market research and more.

**NU Connections aims to stimulate business creation, assist in business recruitment and retention, create more high-skilled jobs and contribute to economic growth and diversification in Nebraska.**

**NU CONNECTIONS PROVIDES**

**ACCESS** to extensive faculty and staff expertise, student talent, exceptional laboratories and facilities and excellent professional and business development programs.

**SINGLE POINT OF CONTACT** at each of four NU campuses. An Industry Liaison Officer (ILO) helps identify appropriate resources and navigate administrative processes.

**BUSINESS EXPERTS AND PROGRAMS** provide assistance with critical processes including financial forecasting, strategic planning, talent/workforce growth, business

resilience and recovery, development and commercialization of innovative products, expansion and succession planning.

**COLLABORATION** opportunities for research, technology and product development and to expand into other business sectors, such as government contracting.

**ONE ENTRY POINT** to the statewide University system connecting Nebraska businesses to the right resources at the right place.

**UNIQUE REGIONAL RESOURCES** include laboratories, clinics, field assets and specialized equipment.