Why Industry-University Engagement Matters

University Industry Demonstration Partnership

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What's new at the U-interface

- Changing T&P policies (Texas A&M)
- Crowdfunding (Ga Tech – Techstarter)
- Easier access/Concierge model (MN Front Door)
- Express Licenses (Chapel Hill)
- Go in Peace Licenses (Carnegie Mellon)
- Monetize Foreground IP (Iowa State)
- Masters Student Contract Program (RIT)
- Patent Auctions (Penn State)
- Student Consulting (Illinois)

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What I will discuss

- What's new at the U-I interface
- Why work with Industry
- How Industry Searches for Collaborators
- The Importance of Accurately Defining the Project Space
- Principled Partnerships
- Is it true?

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Why work with industry

- Faculty run a small business ($250k to >$1M in annual burn)
- Industry funding (even for mundane projects) may be critical for running the business
- Great opportunities for your students
- Increasingly important to government funders (i.e., ERC program)

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Slide 1

How Industry

Searches for

Collaborators

University-Industry collaborations grow based on personal relationships and the ability to deliver

- Data Analytics – companies use objective factors to identify potential collaborators (i.e. Dow program)
- Strategic partner institutions
- Read literature, attend conferences etc.
- Personal contacts
- Word of mouth
- Willingness to perform service work

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Slide 2

Strategic Universities Should Fall Out of Analysis

BASF
The Chemical Company

For many companies this is the case…….

- **Expand** relationships with strategic universities
- **Maintain** existing strong relationships with universities in upper left quadrant
- **Build** relationships with schools that could have high future value to the company

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Slide 3

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Slide 4

The Importance of

Accurately Defining

the Project Space

- Industry works with university researchers in a myriad of ways
  - Some financial
  - Others not

- Industry will engage researchers via:
  - RFPs (Samsung GRO)
  - Unsolicited requests
  - Institution-Institution engagement
  - Research or service
- Industry doesn't seek "best efforts" rather clearly defined deliverables to be met
- Align SOW with budget

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The Importance of Accurately Defining the Project Space (Contract Accord 1)

- Statement of Work - defines the:
  - Who, What, When, Where, Why, and
  - how of the project effort, governing and providing direction for the conduct of research

  Know the difference between SOWs for industry vs gov't proposals

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Principled Partnerships (sounds better than Conflict of Interest right?)

Coined by the American Association of Medical Colleges (AAMC)

- My experience shows that U-I engagements can be managed effectively when done **pro-actively** rather than **reactively**.
- What is institutional culture on these issues
- New Challenge – *faculty start-ups*

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Remember this…

Underpromise

and

Overdeliver

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Is it true?

Universities **cannot** negotiate license terms up front when receiving an industry contract

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Is it true?	Companies want to get rights to my IP

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Is it true?	Industry funding is less competitive than federal funding

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Is it true?	Companies want detailed budgets that describe fringe benefits, tuition costs, and indirect costs

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Is it true?	The median size of an industry award is over $150K

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Is it true?

Companies don't want me to publish

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Is it true?

Companies only work with (and hire from) the elite schools

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Is it true?

Companies don't want me to publish

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Is it true?

Companies work with universities so they can get access to our great ideas and hire our students

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Mark your calendars!

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Purdue
March 31 – April 2

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