Why Industry-University Engagement Matters

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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?

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)

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)
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

How Industry Searches for Collaborators

Strategic Universities Should Fall Out of Analysis

- **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

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

For many companies this is the case……
**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**

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

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

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

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

Companies don't want me to publish

Is it true?

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

Is it true?

Companies don't want me to publish

Is it true?

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

Purdue
March 31 – April 2

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