Strategies for Effective University-Industry Research Collaborations
Why Partner?
Some Facts

- Industry funding typically represents 5-10% of a university’s R&D portfolio.
- NSF survey shows that 60% of all successful small firms have a strategic business partner and 40% have strong ties to university researchers.
- 55 to 60% of health R&D funding is derived from industry.
Logical Partners

Different Partners

Different Roles

Require Different Strategies

Nat’l Labs

State/Local Gov’ts

Industry

Universities

Non-profits

You

THE NATIONAL ACADEMIES
Advisers to the Nation on Science, Engineering, and Medicine
Guiding Principles for U-I Partnerships

- **Support the mission of each partner**

- **Focus on fostering appropriate, long term partnerships**

- **Seek to streamline negotiations to ensure timely conduct of the research and the development of research findings**
How do you leverage these diverse activities???
Michelin - Networks of Innovation

(Subjects toward the exterior are more desirable for joint R&D)

Courtesy - Rod Bailey
Michelin - Networks of Innovation

KNOW your partner’s needs

Courtesy - Rod Bailey
Alternate Approaches??

- RIT Corporate Research Program
- UNC Express Approach to Tech Transfer
- UC-Berkeley/UIUC/BP Biofuel NewCo
- Kauffman Foundation – free agency approach
- Technology Fees
- Bonanza Clauses
Rochester Institute of Technology

“Imagine RIT as an innovation university. We see a new relationship where RIT is home to your research and development.”

RIT President Bill Destler,
University-Industry Demonstration Partnership Meeting – December 2008
The Challenge
Who Partners ???

- Vice President
- SPA
- IP
- Econ Dev
- Incubators
- Compliance

Research

- Corp/Foundation Relations
- President’s Office
- Boards

Advance-ment

One Stop Shops

Other

- Legal Counsel
- CFO/Business Services
- Career Services
- Auxiliary Services

Academic Affairs

- Colleges
- Departments
- Faculty
- IABs

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Challenges to Academic-Industry Collaborations

• Information exchange
  – How do we more easily find the sweet spots?

• Resource exchange
  – Are there resources that industry will “share” with academia?

• Collaborations
  – Can there be more collaborative models developed across institutions to pool discoveries and expertise?
    • Precompetitive collaborations

*Courtesy - Dr. Caren Heller (Weill Cornell)*
Improvement in I-U Partnership in Japan

# of Joint Researches between Industry & National Univ.

Over 13,000 in 2007

Less than 3,000 in 1998
Who we are ...what we do
We are you and your partners
We are you and your partners
The UIDP Today

Universities spending more than $16B on R&D

Companies with a market cap of more than a trillion dollars
UIDP Strategic Partners
Relationship with Other Associations

**Strategic Relationships** - Partner as appropriate
UIDP Value Proposition

Collectively, it is the unique membership composition of the UIDP and its focus on demonstrable strategies to enhance collaborations between universities and corporate partners across a broad array of business sectors that represent the UIDP advantage.
UIDP Mission

Enhance the environment for University-Industry research collaborations and promote US competitiveness

How we do this

Projects and Demonstrations
UIDP Projects

Successful projects and demonstrations are at the heart of what the UIDP seeks to accomplish on behalf of its members:

- Big and small
- Varying Topics
  - Contracting
  - IP
  - Strategic Partnering
  - Compliance
UIDP Projects - Progress

- Early Stage Tech Screening
- Industry Survey
- Local Workshops
- Niche Agreements
- Funding Webinars
- Corporate RFP
- Partnership Continuum
- Negotiation Workshops
- TN/Contract Accords

1 – Ideation
2 – Under Development
3 – Approved/In Progress
4 – Demonstration
5 – Closed
Additional Projects Under Consideration

- Conflict of Interest
- Strategic Collaborations
- Faculty primer on working with industry
- Conversely, industry scientist primer on working with universities
- Clinical Trial/Translational Research
Summary

- U-I collaborations are important to US competitiveness – *as witnessed by recent events*
- There are a number of new approaches being tested – *study them*
- Just because the model works at one place, doesn’t mean that it will work at your institution – *do you have buy in from the top?*
- Make sure you know who can say yes to your ideas for bold, new approaches - *ditto*
- Work to develop strategic partners – *date less*
Closing thoughts – I

Patients and the public benefit when physicians and researchers collaborate with pharmaceutical, medical device, and biotechnology companies to develop products that benefit individual and public health.

Opening Sentence in Conflict of Interest in Medical Research, Education, and Practice – Institute of Medicine (2009)
Closing thoughts – II

By engaging the university, we are working with one of the top people in the world in addressing our problems.

Rusty Ross– Sr. Technical Leader (March 2010)
Questions/Comments

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