University/Industry Partnerships

Agricultural Research and Productivity for the Future

National Press Club
April 28, 2009
The University-Industry Demonstration Partnership

And more than 80 others...
UIDP Mission

Enhance the environment for University-Industry research collaborations and promote US competitiveness
Universities, Industry and Governments value U-I partnerships
Five Key Areas

- Basic Research and Innovation
- Economic and Regulatory Policies Impacting U.S. Innovation and Research Partnerships
- Network Models of Open Innovation
- Connection Points Between Partners in the Innovation Ecosystem
- Measuring and Assessing Innovation

http://www.ostp.gov
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
The Partnership Continuum

Levels of Engagement/Activities

**Awareness**
- Career Fairs
- Interviews
- EDU Account

**Involvement**
- Industry Affiliates/Advisory Program
- Research Grants
- Internship/Co-op
- Software Grants

**Support**
- Student Consultant
- Hardware Grants
- Curriculum Dev/ABET Support & Fundraising
- Workshops/Seminars
- Support Contract
- Student Organizations Sponsorships
- Philanthropic Support
- Guest Speaking/Lectures

**Sponsorship**
- University Initiative Sponsorship
- Undergraduate Research Program Support
- Graduate Fellowship
- Collaborative Research Program Report
- Outreach Programs
- Support for Proposals for Education (NSF, NASA, etc.)
- BETA Programs

**Strategic Partner**
- Executive Sponsorship
- Joint Partnership
- State Education Lobbying
- Major Gifts
- Business Development

KEY
1. Recruiting
2. Education Sales
3. UR Account Managers
4. UR Programs
5. UR Research
6. Other (Philanthropy, Alumni, Executive)

**Phase One**
- Traditional Engagement

**Phase Two**

**Phase Three**

**Phase Four**

**Phase Five**
- Holistic Engagement

Courtesy: Wayne Johnson
Different Currencies

Universities
- Education of Students
- Creation of Knowledge
- Dissemination of Knowledge

Healthy but Tenuous Balance

Industry
- Create Value for Investors
- Provide Useful Goods/Services
- Expand State of the Art
New Models and Approaches

- **RIT – Corporate Research Program**
- **Corporate RFPs (HP, Entergy, Dow)**
- **Texas A&M – T&P credit for industry grants**
- **Innocentive - Open Innovation**
- **Prize Mechanisms – DOE H Prize**

*Opportunities are boundless – limited to parties’ willingness to engage in demonstrations/projects*
Some Federal Agency Efforts

Keys: consistency/dependability
size/magnitude of programs
Summary

• University-Industry research relations are in continuous state of flux and can always be improved.

• State and federal governments (and foundations) have increasing interest in these type of partnerships – affects their relevance issue and why they fund what they do.

• Lots of report (i.e., Gathering Storm) and legislation (AMERICA COMPETES act) have not been enacted and affect our ability to compete; will recommendations be implemented/funded?

• Policies (i.e., regulatory and tax) can be changed to positively impact landscape – need consistency.

• New models and approaches should be embraced and evaluated.
Some Words of Wisdom

*Industry needs to understand the culture of academia*

*Academia needs to understand the culture of industry*
UIDP Summer Meeting – St. Louis

• August 3-5, 2009
• Monsanto, Pfizer, University of Missouri, Sigma Aldrich – hosts
Thank you
Contact Information

Anthony M. Boccanfuso, Ph.D.
Executive Director
University-Industry Demonstration Partnership
The National Academies
500 5th Street, NW
Keck Building 550
Washington. D.C. 20001
aboccanfuso@nas.edu
803.413.5646 cell

www.uidp.org
Developing University-Industry Relations
Pathways to Innovation from the West Coast
Robert C. Miller | Bernard J. Le Boeuf and Associates
Government-University-Industry Research Roundtable (GUIRR)

http://national-academies.org/guirr

- Joint body of the NAS, NAE, and IOM.
- Created in 1984
- Roundtable convenes three times yearly in Washington, DC
- Membership:
  - **Council Members:** The three presidents of The National Academies, the heads of major federal R&D agencies (for non-R&D agencies, the head of the largest R&D-performing subdivision), and a small selection of university presidents and industry CEOs as appointed by The National Academies presidents.
  - **Council Associates:** Designated by individual federal agency heads as their alternative representatives to GUIRR
  - **University-Industry Partners:** Representatives from U and I with a history of partnerships and dedication to the research enterprise. Act, in effect, as "antennae" to bring into GUIRR discussions the most current ideas and issues facing G-U-I research cooperation across the country.
    - Join as **paired** partners
    - Currently 16 partner organizations (32 individual dues-paying member organizations)
Government-University-Industry Research Roundtable (GUIRR)

http://national-academies.org/guirr

- GUIRR representatives readily organize into flexible action-oriented teams that can catalyze high-level G-U-I cooperation on issues of national importance.

  - International Research Collaborations
  - Marketing Science & Engineering Careers
  - Large-scale Data Integration
  - Partnerships for Emerging Research Institutions
  - Food Safety and Security
  - UIDP and FDP – IMPORTANT GUIRR INITIATIVES

- Susan Sloan, Director – ssloan@nas.edu
When Seeking Government Funds for U-I Partnerships

Approach

- **Understand Initiatives**
- **Develop White Papers**
- **Identify Program Managers to Approach**
- **Present Value Proposition**
- **Understand the correct procedure for receiving the funds**
- **Respond to any open solicitations**

Courtesy of ITECs - http://www.itecs-consulting.com/bios.html