Industry-University Collaborations Matter

October 30, 2018
PURE Meeting
R&D SPENDING

Upwards of 85% of global spending on research is wasted

Source: 2015, vox.com
Most Research Spending is Wasted on Bad Studies. Thee Billionaires Want to Change That.
U.S. University R&D
- $4.2B from Industry
- $72.0B overall
- 5.8%

Source: NSF – HERD
What fuels innovation in the U.S.?

71% research universities
60% large corporations
53% startups
47% government

According to a new Innovation Indicator survey from the Polsky Center for Entrepreneurship and Innovation at the University of Chicago.
U-I collaboration poses challenges and opportunities
How do you measure ROI from a partnership?
University-Industry Relationship Continuum

- **Awareness**
  - Career Fairs
  - Interviews

- **Involvement**
  - Research Grants
  - Internships/Co-op
  - Consortia
  - Capstone Courses

- **Support**
  - Research Support
  - Workshops
  - Student Org Funding
  - Philanthropic Support

- **Sponsorship**
  - Endowed Positions
  - Collaborative Research
  - Outreach Programs
  - Technology Licensing
  - Curriculum Support

- **Strategic Partner**
  - Affinity Sponsorship
  - Joint Partners
  - Major Gifts

- **Level of Engagement**
  - Traditional Engagement
  - Holistic Engagement

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Company R&D strategy – often turbulent
We spend too much time worrying about things that are unlikely to happen.
Students, not patents, are the greatest source of technology transfer
Universities perceived as vendors and much work is transactional.
Universities don’t create products. They serve as catalyst for product development.
Companies have to think globally
Positioning yourself to maximize collaboration
Develop a realistic identity
Expand your approaches to partnering
Role of government and its impact