



UIDP

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# University/Industry Partnerships



*Agricultural Research and Productivity for the Future*



*National Press Club*

*April 28, 2009*



# The University-Industry Demonstration Partnership

**THE NATIONAL ACADEMIES**

*Advisers to the Nation on Science, Engineering, and Medicine*



National Science Foundation  
WHERE DISCOVERIES BEGIN



Ewing Marion  
**KAUFFMAN**  
Foundation



*And more than 80 others...*



# UIDP Mission



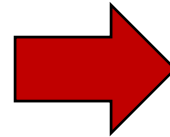
***Enhance the environment for University-  
Industry research collaborations and  
promote US competitiveness***



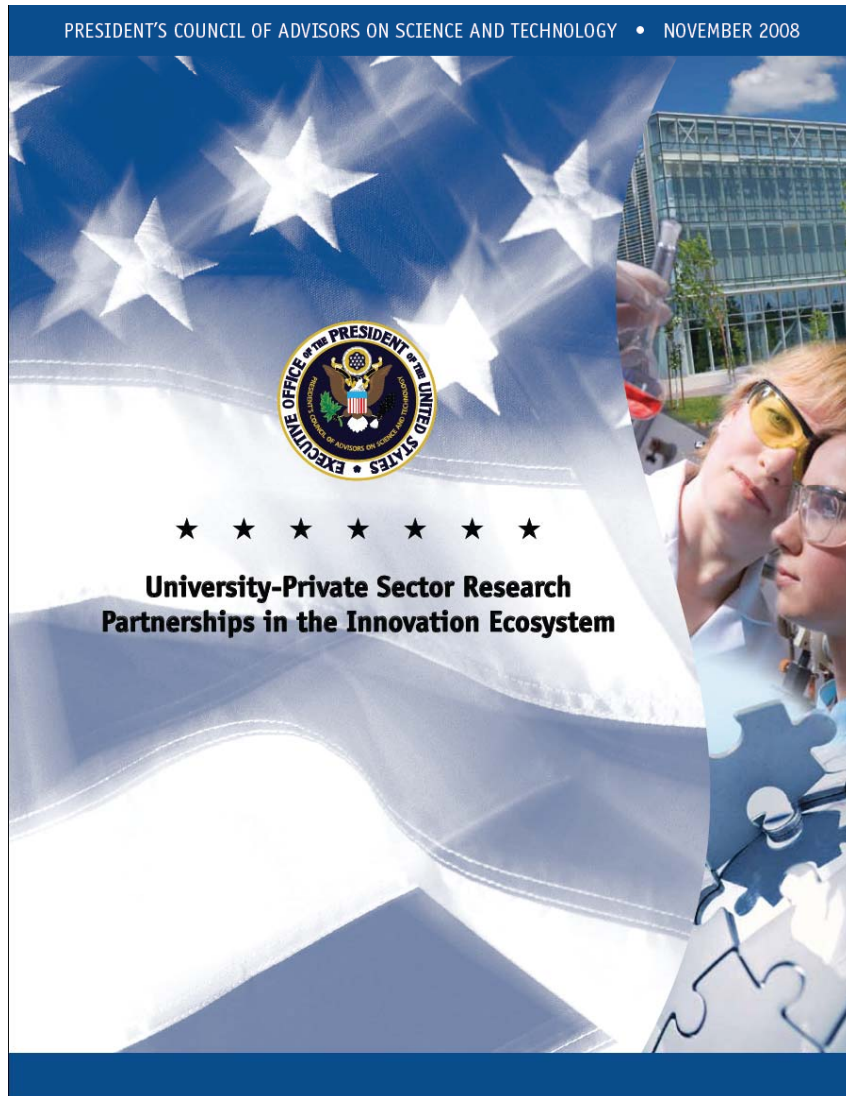
**Universities,  
Industry and  
Governments  
value U-I  
partnerships**



# PCAST Report November 2008



## Five Key Areas

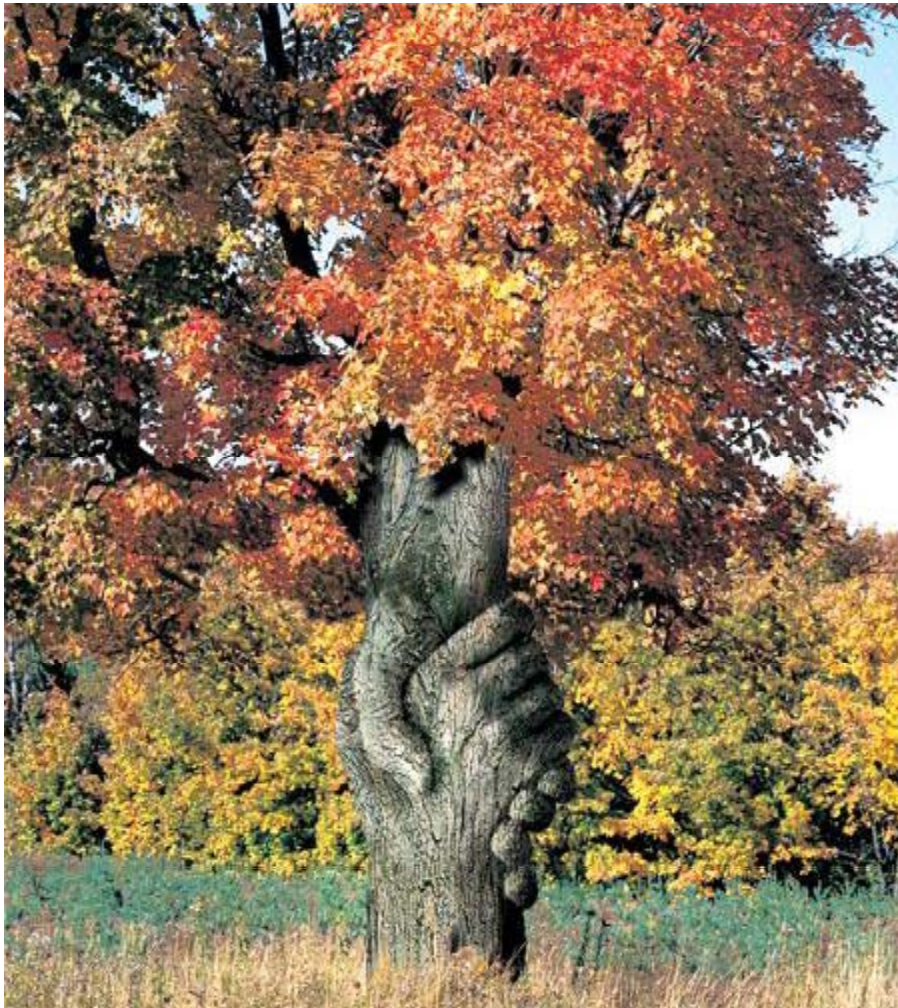


- *Basic Research and Innovation*
- *Economic and Regulatory Policies Impacting U.S. Innovation and Research Partnerships*
- *Network Models of **Open Innovation***
- *Connection Points Between Partners in the Innovation Ecosystem*
- *Measuring and Assessing Innovation*

<http://www.ostp.gov>



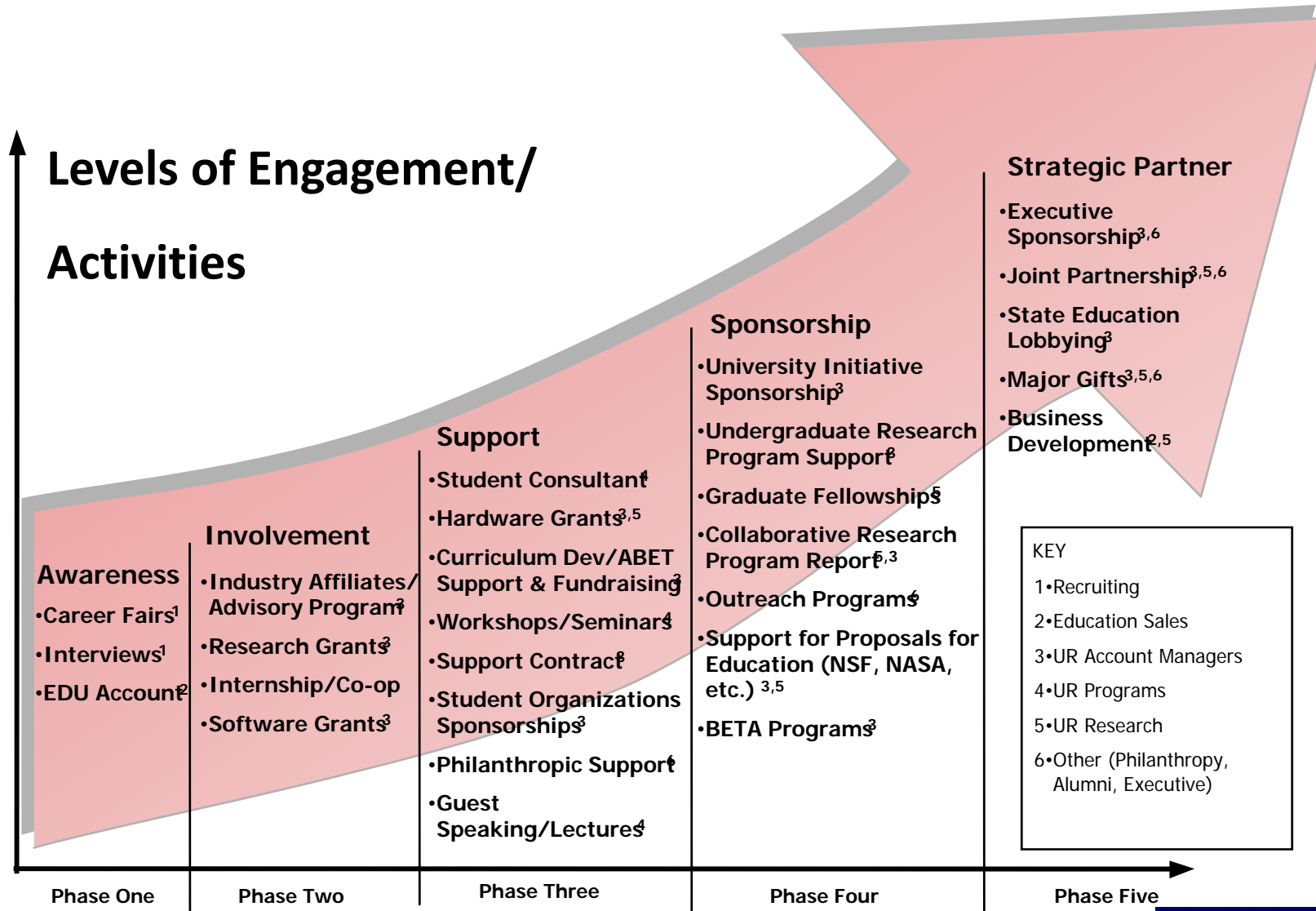
## Guiding Principles for U-I Partnerships



- *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



Courtesy: Wayne Johnson

KEY

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

Traditional Engagement

Holistic Engagement



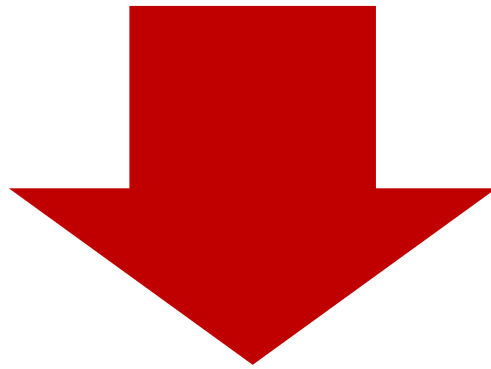
## Different Currencies

### Universities

*Education of Students*

*Creation of Knowledge*

*Dissemination of  
Knowledge*



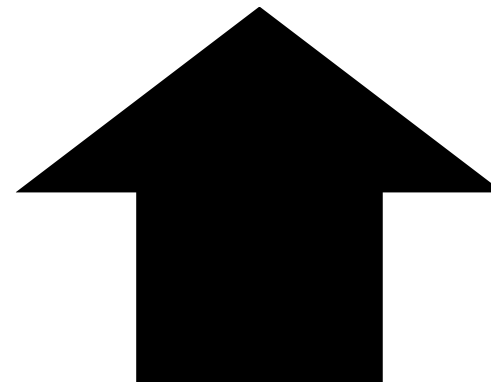
Healthy but Tenuous Balance

### 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



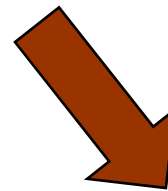
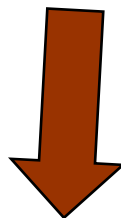
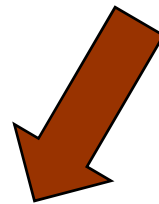
**NIST**



**IIP**



**National Labs/RFPs**



**IUCRC**

**PFI/GOALI**

**SBIR/STTRs**

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





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Thank you



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# Additional Slides





# 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/quirr>

- 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/quirr>

- 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](mailto: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*