Strengthening University-Industry Partnerships

UIC



### U-I Collaborations in Pursuit of Public Funding Opportunities

UIDPVirtual 2020 March 24 @ 5pm EST



Strengthening University-Industry Partnerships

### Disclaimer

UIDP materials, which include publications, webinars, videos, and presentations, reflect an amalgamation of the experiences and knowledge of those who participate in UIDP activities. The views and opinions expressed in UIDP materials do not necessarily reflect the official policy or position of any individual organization or the UIDP. At no time should any UIDP materials be used as a replacement for an individual organization's policy, procedures, or legal counsel. UIDP is not a lobbying organization and UIDP materials are not intended to be used to influence government decisions.



Public Funding and University-Industry Collaborations



University-Industry

### **Getting to Know Each Other**

Public Funding Opportunities **Project History** 

### Goals

• Develop a Quick Guide to describe important considerations before pursuing public funding for collaborative University Industry research projects and provide guidance on identifying funding opportunities, finding the right partner, and grant application best practices.

#### Scope

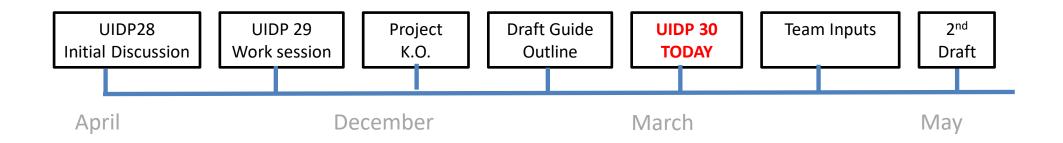
- Joint university-industry projects
- US Federal Funding Sources



# Public Funding Opportunities Project Timeline







#### Public Funding Opportunities **Proposed Guide Contents**



US Federal Agencies are the largest funders of research in the world. In 2018, Federal funding of research was over \$147Billion<sup>1</sup>. However, basic research spending is declining due to US Federal Agencies are the largest funders of research in the world. In 2018, Federal fun of research was over \$1478illion<sup>1</sup>. However, basic research spending is declining and a real reductions in publicly funded research as a share of the GDP. Although there is now

Industry Projects

Introduction

collaborative University Industry projects.

outweighs the benefits.

Wally companies lack experise in recently in the processes slow and public funding. Companies find the processes slow and and a store determine the effect energies.

Public funding, companies into the processes slow and overly complex and often determine the effort required

While universities have a much better understanding of

of research was over \$147Billion<sup>1</sup>. However, basic research spending is declining due to reductions in publicly funded research as a share of the GDP. Although there is now auring funding for emphasis on translational research, UDP members have mixed success in securing funding for

reductions in publicly funded research as a share of the GDP. Although there is now a great emphasis on translational research, UDP members have mixed success in securing funding collaborative University-Industry projects.

nanies lack expertise in identifying funding opportunities and writing proposals for

While universities have a much better understanding of Industry research interests. Funding opportunities, they frequently lack knowledge of industry research interests. This Quick Guide describes important considerations before pursuing public funding ) collaborative University Industry research projects and provides auidance on identify

This Quick Guide describes important considerations before pursuing public funding fo collaborative University Industry research projects and provides guidance on identifyin funding opportunities, finding the right partner, and grant application best practices collaborative University Industry research projects and provides guidance on identifyin funding opportunities, finding the right partner, and grant application best practices.

- Is Public Funding for you? Considerable upfront effort required with uncertain outcomes and benefits.
- Finding the Right Partner and the Right Research Topic ۲ What are the best approaches to finding prospective partners, research topics Quick Guide Finding Best Practice to Secure Public Funding for Collaborative University Industry Projects Public Funding Opportunities DRAFT
- Shaping Projects prior to Agency RFP
- Best Practice for Proposal Preparation . Universities are the central lynchpin
- What If We Get the Funding? ٠
- Key Challenges and Risks
- Case Study from University
- Case Study from Company
- Joint case study from university and company (preferred)

#### Public Funding Opportunities **Proposed Guide Contents**



US Federal Agencies are the largest funders of research in the world. In 2018, Federal funding of research was over \$147Billion<sup>1</sup>. However, basic research spending is declining due to US Federal Agencies are the largest funders of research in the world. In 2018, Federal fun of research was over \$1478illion<sup>1</sup>. However, basic research spending is declining and a real reductions in publicly funded research as a share of the GDP. Although there is now

Industry Projects

Introduction

collaborative University Industry projects.

outweighs the benefits.

Wally companies lack experisive in memory with and and approximation the effect and intermined the effect and include the effect and incl

Public funding, companies into the processes slow and overly complex and often determine the effort required

While universities have a much better understanding of

of research was over \$147Billion<sup>1</sup>. However, basic research spending is declining due to reductions in publicly funded research as a share of the GDP. Although there is now auring funding for emphasis on translational research, UDP members have mixed success in securing funding for

reductions in publicly funded research as a share of the GDP. Although there is now a great emphasis on translational research, UDP members have mixed success in securing funding funding collaborative University-Industry projects.

nanies lack expertise in identifying funding opportunities and writing proposals for

While universities have a much better understanding of Industry research interests. Funding opportunities, they frequently lack knowledge of industry research interests. This Quick Guide describes important considerations before pursuing public funding ) collaborative University Industry research projects and provides auidance on identify

This Quick Guide describes important considerations before pursuing public funding fo. collaborative University Industry research projects and provides guidance on identifyin, funding opportunities, finding the right partner, and grant application best practices. collaborative University Industry research projects and provides guidance on identifyin funding opportunities, finding the right partner, and grant application best practices.

- Is Public Funding for you? Considerable upfront effort required with uncertain outcomes and benefits.
- Finding the Right Partner and the Right Research Topic What are the best approaches to finding prospective partners, research topics Quick Guide Finding Best Practice to Secure Public Funding for Collaborative University Industry Projects Public Funding Opportunities DRAFT
- Shaping Projects prior to Agency RFP
- **Best Practice for Proposal Preparation** ٠ Universities are the central lynchpin
- What If We Get the Funding? ٠
- Key Challenges and Risks
- Case Study from University
- Case Study from Company
- Joint case study from university and company (preferred)

Public Funding Opportunities Today's Agenda

- Finding the Right Partner
- •Best Practices for Applications
- •Wrap-Up





University-Industry

### Finding the Right Partner

#### **Finding the Right Partner**

- Strategic Partners
- When and How
- Barriers and how to overcome them
- Finding the best partner
- What \$ are too big or too small





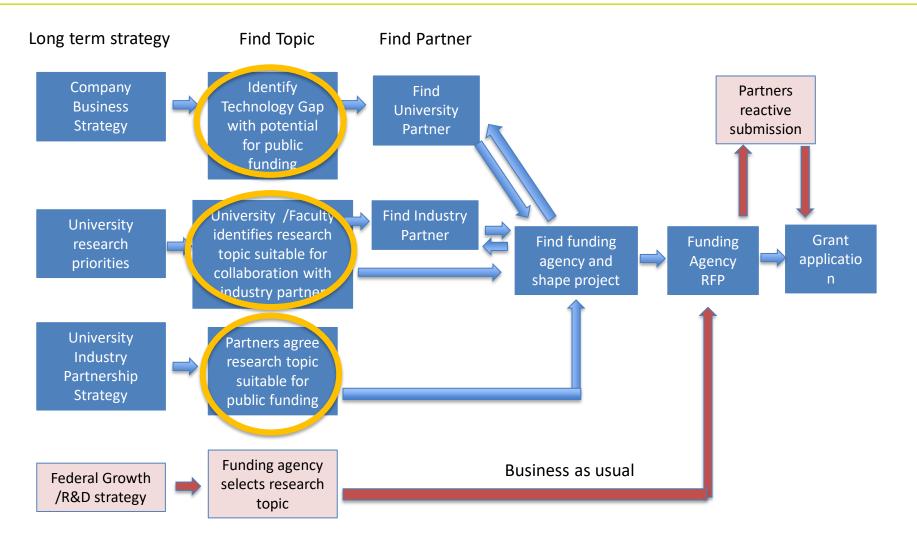
### How Do You Select Your Partner?

#### **Selecting a Collaborative Partner**

- Strategic fit
- History of working together
- Goals align
- Expertise not found in your organization
- Similar expertise to your organization's
- Your colleagues consider them to be peers
- Resources not found at your organization



#### Public Funding of Joint Projects Pathways



Strengthening University-Industry Partnerships

UIC



University-Industry

## **Best Practices for** Application

#### **NSF Proposal Components**

- Cover Sheet
- Project Summary
- Project Description
- Results from prior NSF Support
- References
- Biographical Sketches
- Budget & Budget Justification
- Current & Pending Support
- Facilities, Equipment, and Other Resources



#### **Best Practices for Application**

- Relevant successful application experience
- Program manager relationships
- Engagement through the funding process
- Clarity and value of industry needs
- Matching to funding cycles
- Best practice for each stage of the proposal process (decision to apply, pre-proposal, full proposal, funded proposal)





University-Industry

## **Best Practices for** Application

Public Funding Opportunities Wrap-Up

#### **Follow-on Activities**

- Fill out the survey to receive a summary of today's call.
- Members who opt-in will receive project updats
  - Survey when you close GoToWebinar
  - Project Interest Form (uidp.org/projects)
  - Email info@uidp.net



Member Webinar WEDNESDAY, **APRIL 8, 2020** 12 to 1 p.m. EDT



Jim Bray Northwestern University **Moderator** 



#### **How Companies Approach Academic Research Engagement in these Disruptive Times**

Join us to learn how our industry members, in diverse sectors, are evaluating and reframing their current approaches to academic collaborations.

**Panelists** 

Kent Foster

Microsoft



Gaylene Anderson **Boehringer Ingelheim** Pharmaceuticals, Inc



Austin Kozman PepsiCo