

# How Technology Platforms Can Help Enable More University-Industry Partnerships

## UIDPVirtual 2020

Kevin Leland, Halo

March 26, 2020

UI  virtual

2020  
MARCH 23-26



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**Kevin Leland, Halo**

*How Technology Platforms Can Help Enable  
More University-Industry Partnerships*

# How Technology Platforms Can Help Enable More University-Industry Partnerships

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# HALO

**UIDP Virtual Summit**

**March 26, 2020**

Proprietary and Confidential

# Webinar Agenda

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- ✓ What Industry Wants
- ✓ Partnering Platforms
- ✓ Background on Halo
- ✓ Baxter Case Study
- ✓ Demo
- ✓ Q&A

# Industry Challenges

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# What Industry Wants

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- Keep a pulse on new innovations and burgeoning technologies impacting their key interest areas
- Expand their network of scientists, universities and startups beyond existing relationships and geographies
- Deepen their visibility into relevant research happening within universities and early-stage companies
- Be accessible to scientists and startups looking to collaborate

# Conferences **Once A Year**

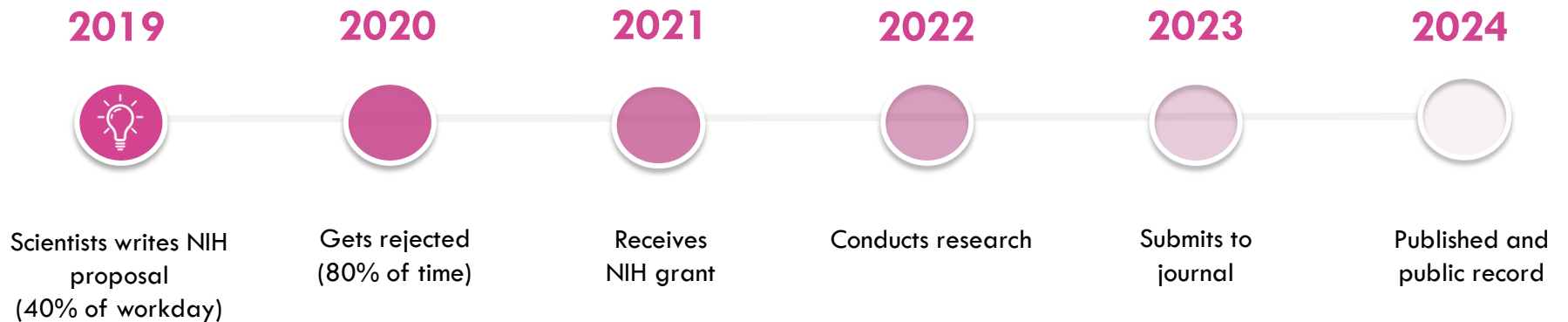
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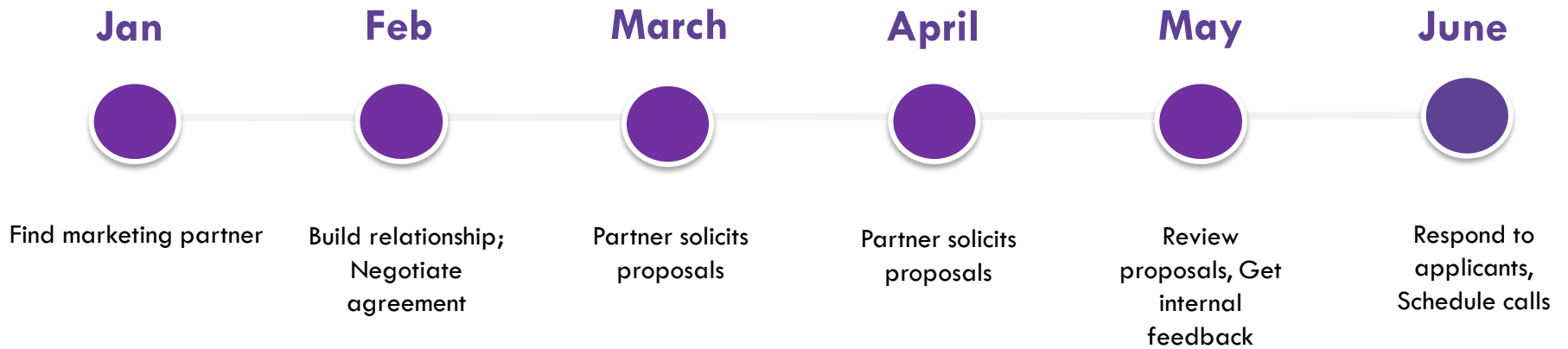
# Published Research is Old News

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# A Major Pain in the RFP

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# Partnering Platforms

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# Partnering Platforms

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# Background on Halo

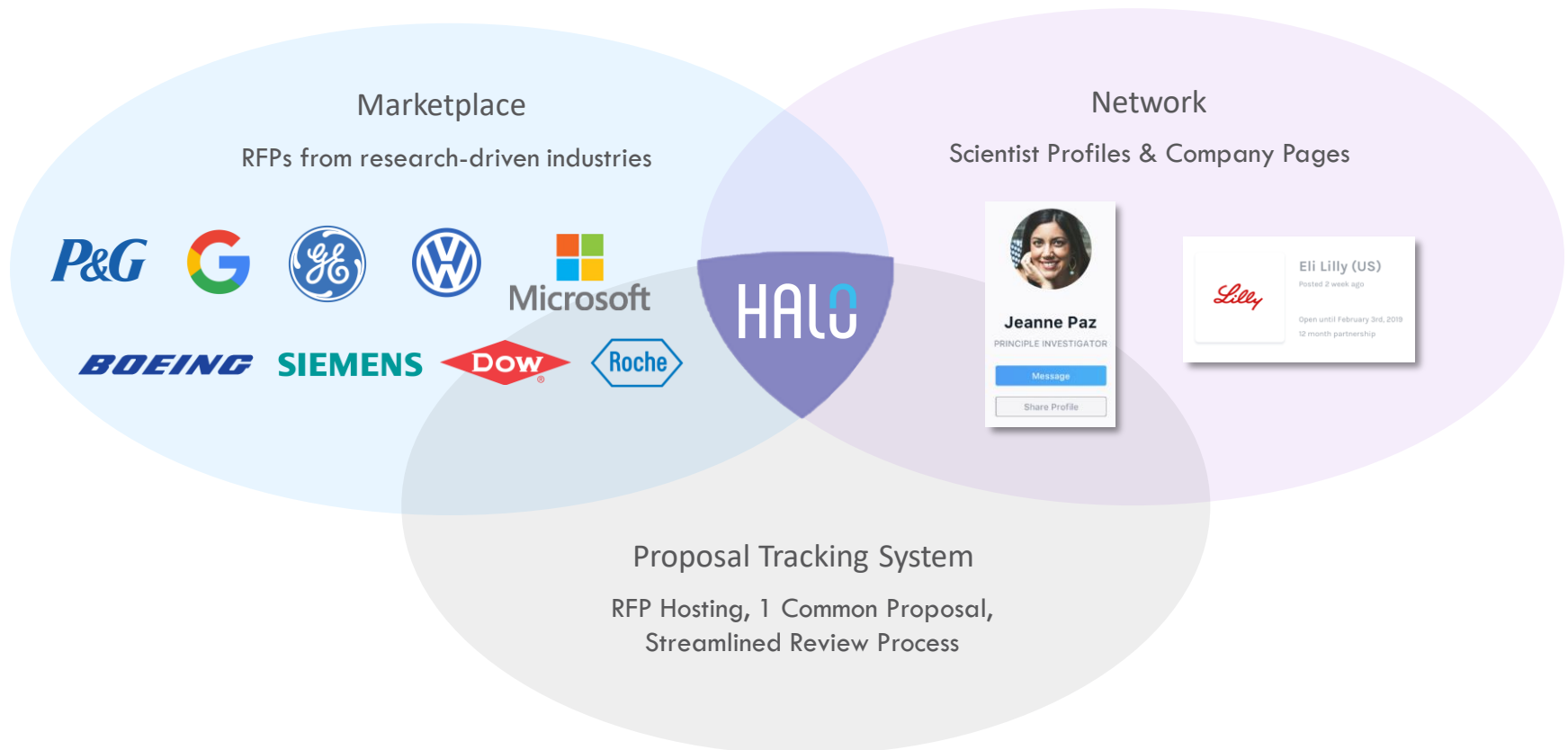
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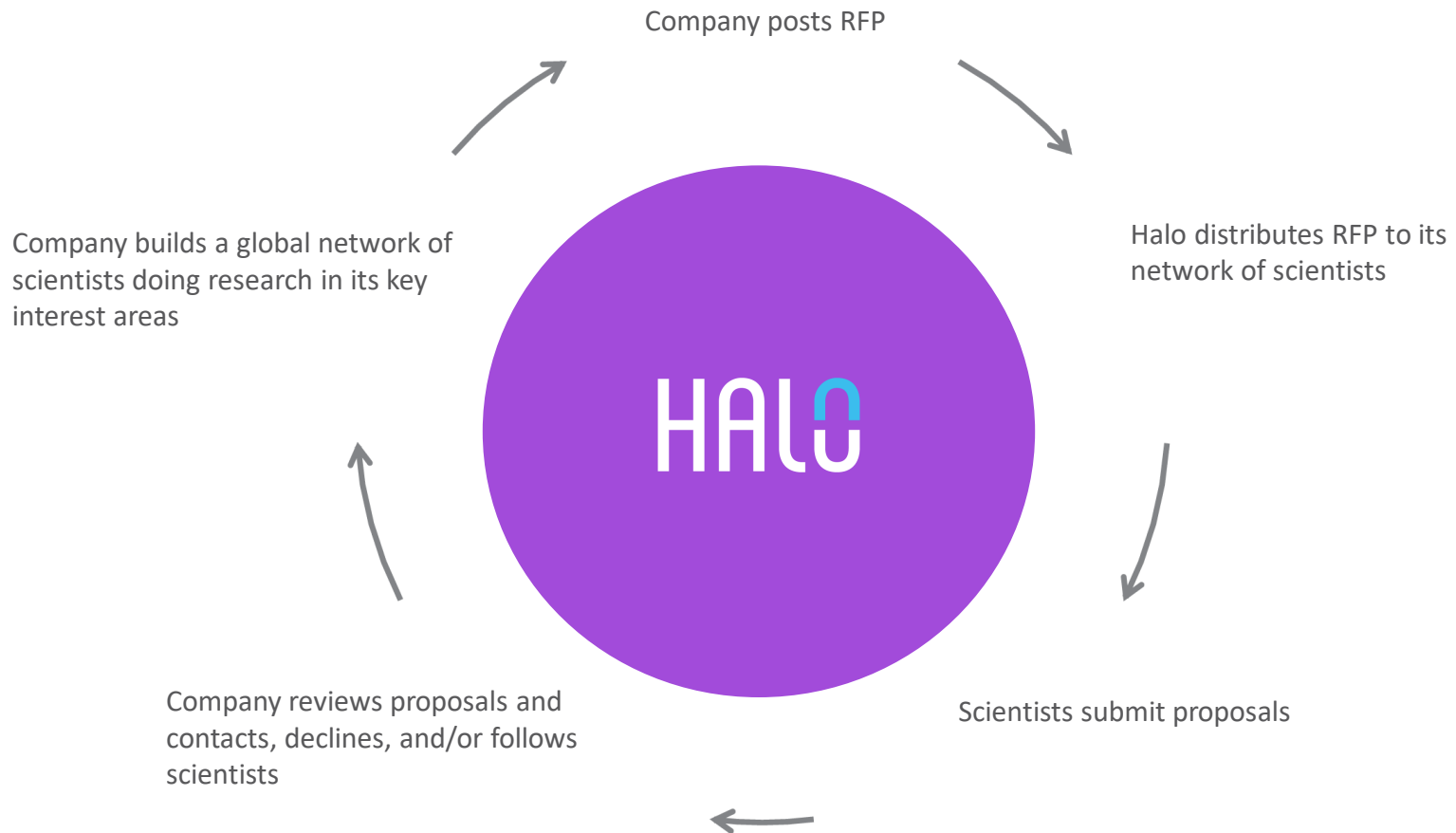
# Marketplace for Industry RFPs

Halo is an open innovation platform that connects research-driven companies directly with university scientists and startups for collaborations



# How Halo Works

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# Halo Highlights

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- ✓ Both university administrators and scientists can join
- ✓ Pre-proposal takes less than an hour
- ✓ Non-confidential information
- ✓ Every proposal gets a response with feedback
- ✓ Scientists engage directly with industry partner



# Sample Institutions

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Carnegie  
Mellon  
University



**I** ILLINOIS



UCLA



清华大学  
Tsinghua University



King Abdullah University  
of Science and Technology



# Platform Growth

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Since January, hundreds of scientists, startups and university officials from leading research institutions, scientists have joined the Halo platform

+147%

Scientists

+200%

Startups

+210%

Tech Transfer

+47%

Industry Relations

# Baxter Case Study

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# Business Goals

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Our understanding of Baxter's goals as they relate to outside innovation

- Keep a pulse on new innovations and burgeoning technologies impacting your key interest areas
- Expand your network of scientists, universities and startups beyond existing relationships and geographies
- Deepen your visibility into relevant research happening within universities and early-stage companies
- Be accessible to scientists and startups looking to collaborate with Baxter without being overwhelmed by outreach

# Partnering Goals

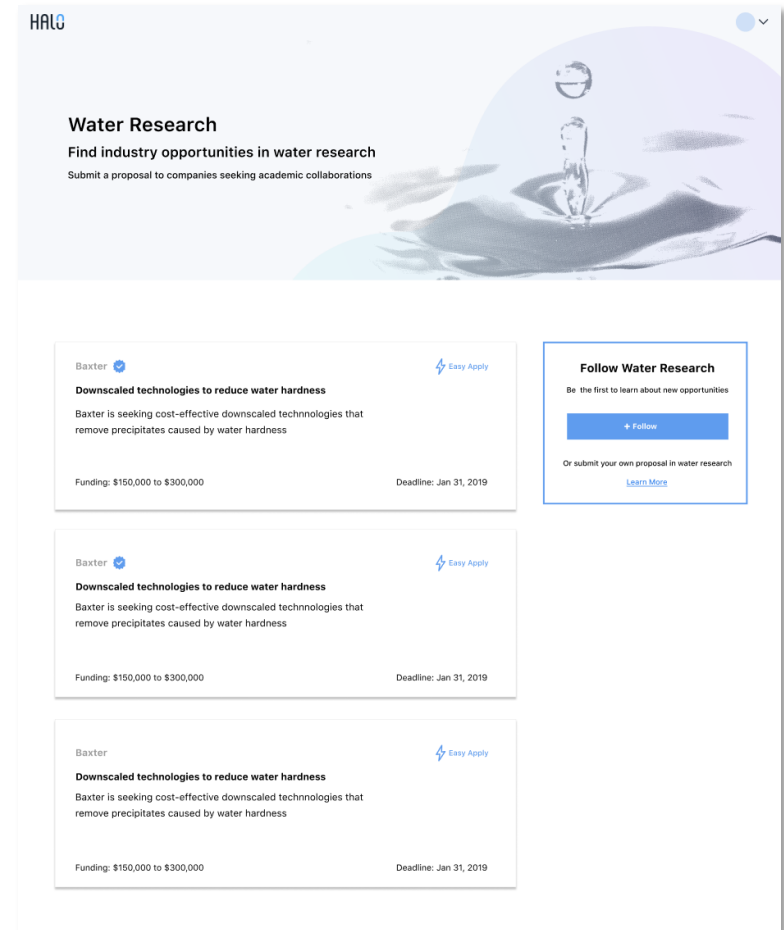
Baxter is interested in new technologies to turn tap water into ultra pure water safe for dialysis

## 3 RFPs:

- Sensor to detect chlorine
- Technology to remove chlorine
- Technology to remove hardness

## Goals:

- Total Proposals: 50
- Proposals Past Screening: 5



The screenshot shows a HALO Water Research page. The header features the HALO logo and a navigation menu. The main heading is "Water Research" with the subtext "Find industry opportunities in water research" and "Submit a proposal to companies seeking academic collaborations". The background image shows a water droplet splashing. Below the header, there are three RFP cards and a "Follow Water Research" button. Each RFP card is for Baxter and is titled "Downscaled technologies to reduce water hardness". The cards contain the following text: "Baxter is seeking cost-effective downscaled technologies that remove precipitates caused by water hardness", "Funding: \$150,000 to \$300,000", and "Deadline: Jan 31, 2019". Each card also has an "Easy Apply" button. The "Follow Water Research" button is blue and says "+ Follow". Below it, there is a link to "Learn More" and the text "Or submit your own proposal in water research".

# Advisory Committee

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Halo recruited a committee of water experts who helped interpret RFPs for an academic audience and evaluated proposal submissions



**Shane Snyder, PhD**  
Professor, NUT Singapore



**Paul Westerhoff, PhD**  
Professor, Arizona State University



**Paul Gallagher, PhD**  
Former R&D Director, Evoqua

# User Testing

Halo conducted multiple user testing sessions with scientists to ensure the RFPs were clearly understood

The technical requirements of your water purification solution are:

**Submit Proposal**  
DEADLINE: JANUARY 31, 2020  
Easy Apply

Save and continue later

**HALO**

Step 1: Hypothesis Step 2: Rationale **Step 3: Preliminary Data** Step 4: Plan Step 5: Materials

How has the hypothesis been validated to date? (optional)

248 of 500 characters

We have developed a range of electrically conducting membranes for a wide range of water treatment applications. Our preliminary data demonstrates that electrically conducting membranes are able to efficiently catalyze electrochemical redox reactions.

Example: A between-subjects study in which a control group (n=12 male AD mice) were given a vehicle injection of saline, and the experimental group (n=15 male AD mice) were given viral injections of 5HT1A receptors. All animals were matched on cognitive performance prior to the injections. Following 3 weeks to permit sufficient expression, all animals were re-tested on a series of behavioral tasks to assess cognition. A 2x2 ANOVA revealed that the experimental group outperformed the control group on all cognitive measures ( $p < 0.05$ ).

Pro Tip: Include the study design, sample size, and statistical results.

Back Continue

Baxter  
**Small, efficient technology for removing chloramine from water**  
Baxter is seeking technologies that can reduce chloramine levels in household water to 0.1mg/L Cl2 for use in home dialysis  
View More

Help

Help

# Media Coverage

Program featured in the monthly newsletter of NACRO and University-Industry Engagement Advisor



Featured in newsletter for NACRO (National Association of Corporate Relations Officers)

## Halo goes live with RFPs from Baxter

Webinar: Wednesday, Jan. 22 at 2pm EST/ 1pm CST



[Halo](#) is an online marketplace that connects academic scientists with industry-sponsored research. Today, Halo is excited to launch its first set of industry RFPs for NACRO members and your faculty. Flagship sponsor [Baxter](#), a Fortune 500 medical device company, is seeking multiple academic collaborations with water researchers, and will be providing \$150,000 to \$300,000 in funding per project. NACRO members can sign up and share RFPs directly with faculty. [View RFPs >>](#)

Halo will also be hosting a live, interactive webinar next week with Baxter R&D Director Matt Muller. Spots are limited to encourage active discussion. Faculty are encouraged to attend as well. [Register now >>](#)



Matt Muller interviewed in leading trade publication

## New online marketplace seeking to connect scientists and industry

By David Schwartz  
Published: March 10th, 2020

Bringing research scientists together with industry partners willing to fund their projects has always been a key element of university outreach, and now a new online marketplace called Halo has been launched to help them do just that. (The company “Halo” is a University of Chicago Polsky Incubator company.)



# Educational Webinars

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Halo organized two webinars with 150+ attendees, providing a platform for Baxter to discuss RFPs and efficiently answer questions directly from scientists



## Collaboration Opportunities in Water Research: How Scientists Can Partner with Baxter (2020)

March 4 @ 1:00 pm - 2:00 pm

***Baxter***

Join us for a live, interactive session with [Baxter](#), a Fortune 500 healthcare and medical device company, and [Halo](#), a marketplace for industry-sponsored research. Baxter will be discussing its three opportunities on Halo in Water Research each offering \$150,000 to \$300,000 in funding. Review the opportunities in advance [here](#).

# Baxter Goals

In less than 2 months, Baxter received 5x more proposals of interest in 25% of the time compared to traditional channels.

## Goals:

- Total Proposals: 50
- Proposals Past Screening: 5

## Actuals

- Total Proposals: 61
- Proposals Past Screening: 26

The screenshot shows a HARO search results page for the query 'Water Research'. The page header includes the HARO logo and a search icon. The main heading is 'Water Research' with the subtext 'Find industry opportunities in water research' and 'Submit a proposal to companies seeking academic collaborations'. The page features three identical search results cards for Baxter, each with the title 'Downscaled technologies to reduce water hardness', a description of the search criteria, funding details (\$150,000 to \$300,000), and a deadline of Jan 31, 2019. Each card also includes an 'Easy Apply' icon. On the right side, there is a 'Follow Water Research' button and a 'Learn More' link.

# In Their Owns Word

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“

“One of the things we’re really interested in are new ideas and ways of thinking, and we haven’t had strong outreach to the university level.”

Muller thinks Halo could be a tool to help universities do a better job of reaching out to industry -- and vice versa. **“This approach allows us to get a lot of ideas we can initially screen, and the researcher does not spend a lot of time, at least initially. And it gives us a lot of visibility to a lot of ideas very quickly.”**

“Let’s say a university is doing a lot of stuff of interest to us; maybe we should start recruiting there.”  
“I could envision other areas, such as sensing, physiological monitoring, and non-invasive monitoring. There are a lot of different areas we could expand into.”

University-Industry Engagement Advisor, Feb 2020



Matt Muller, PhD  
Director, Renal R&D, Baxter International

# Demo

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# Questions

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Strengthening  
University-Industry  
Partnerships

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



Gaylene Anderson  
Boehringer Ingelheim  
Pharmaceuticals, Inc



Kent Foster  
Microsoft



Austin Kozman  
PepsiCo



Strengthening  
University-Industry  
Partnerships