



Strengthening
University-Industry
Partnerships



U-I Collaborations in Pursuit of Public Funding Opportunities

UIDPVirtual 2020

March 24 @ 5pm EST

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Public Funding and University-Industry Collaborations

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



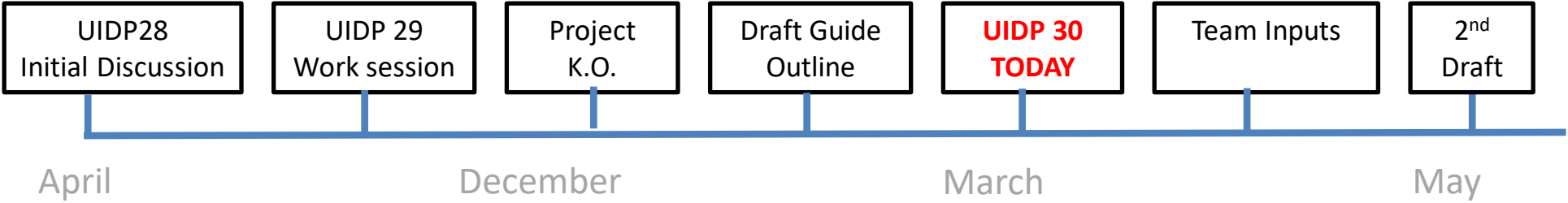
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Project Timeline



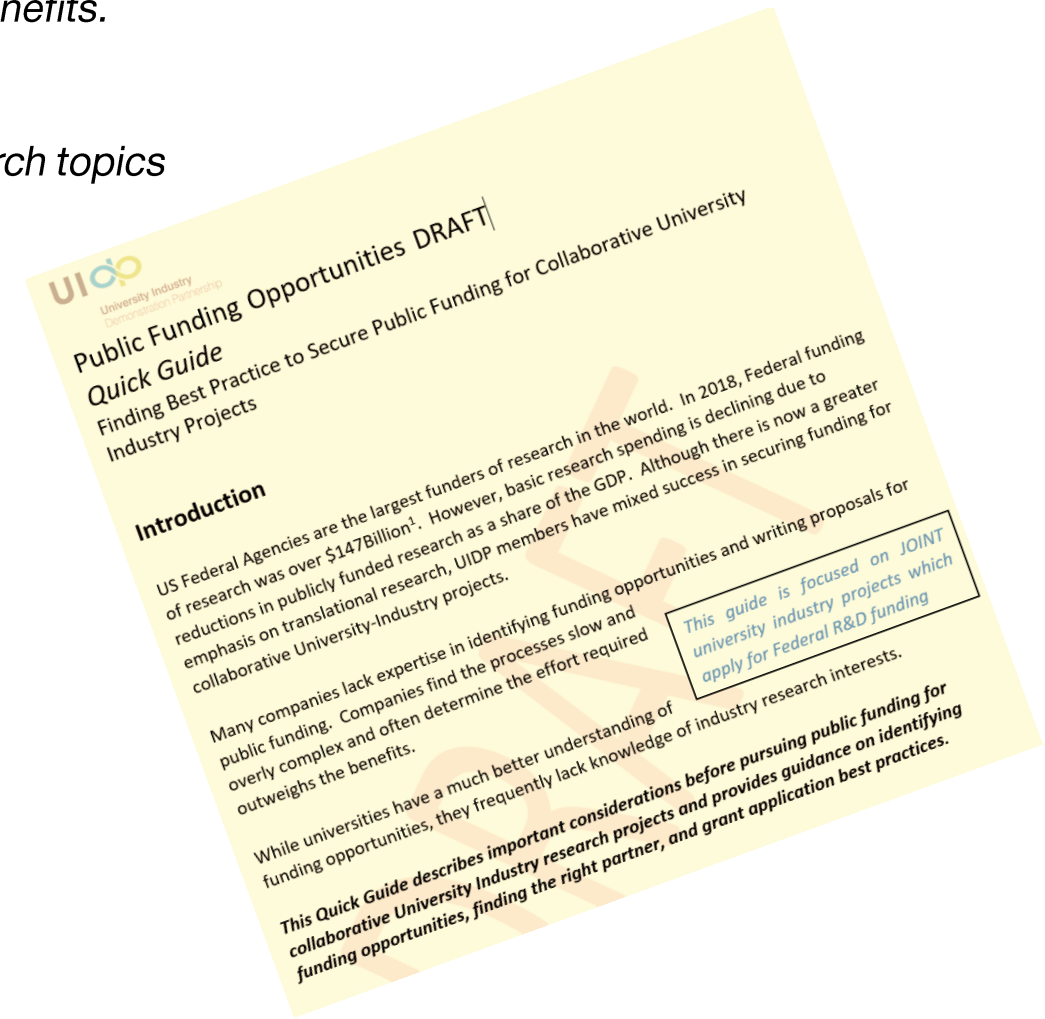
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Public Funding Opportunities

Proposed Guide Contents

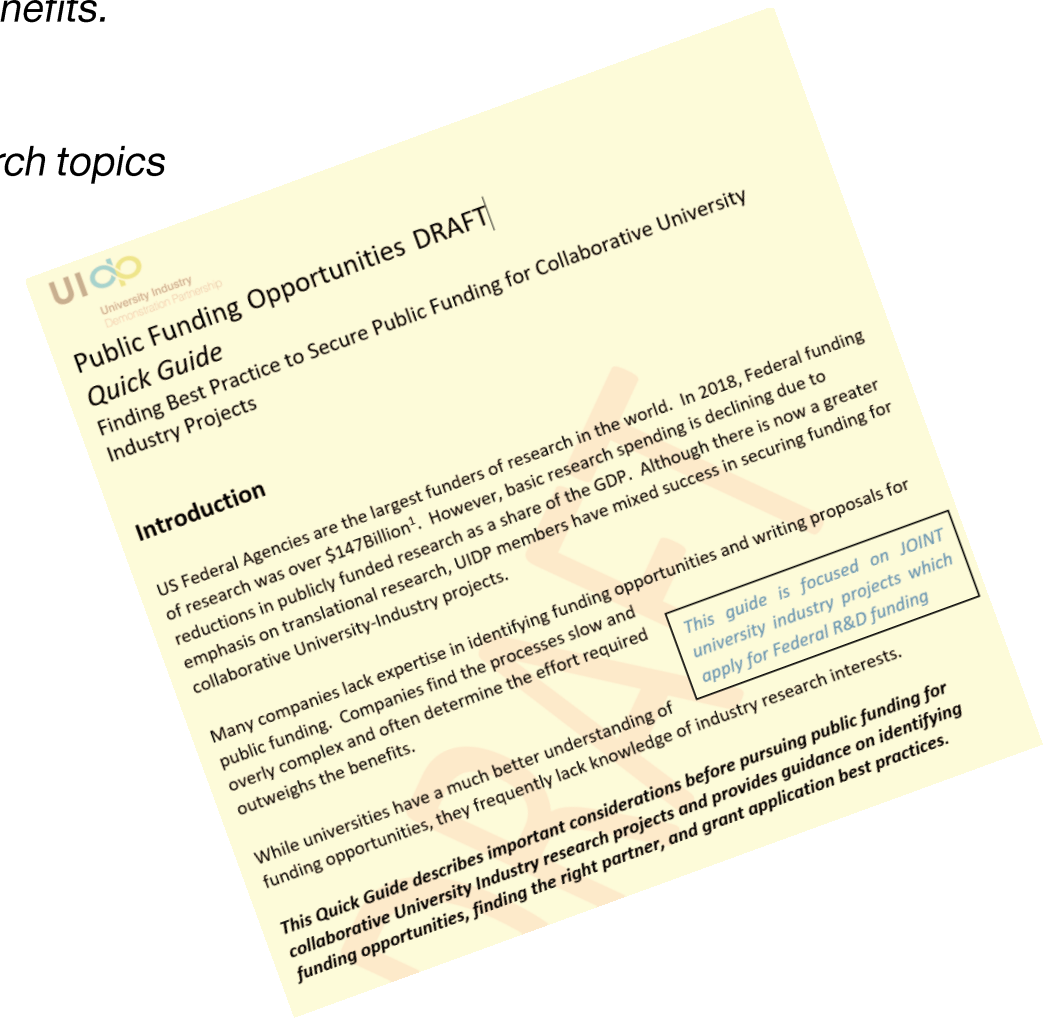
- Is Public Funding for you?
Considerable upfront effort required with uncertain outcomes and benefits.
- Finding the Right Partner and the Right Research Topic
What are the best approaches to finding prospective partners, research topics
- Shaping Projects prior to Agency RFP
- Best Practice for Proposal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



Public Funding Opportunities

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Public Funding Opportunities

Today's Agenda

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



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Finding the Right Partner

Public Funding Opportunities

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



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How Do You Select Your Partner?

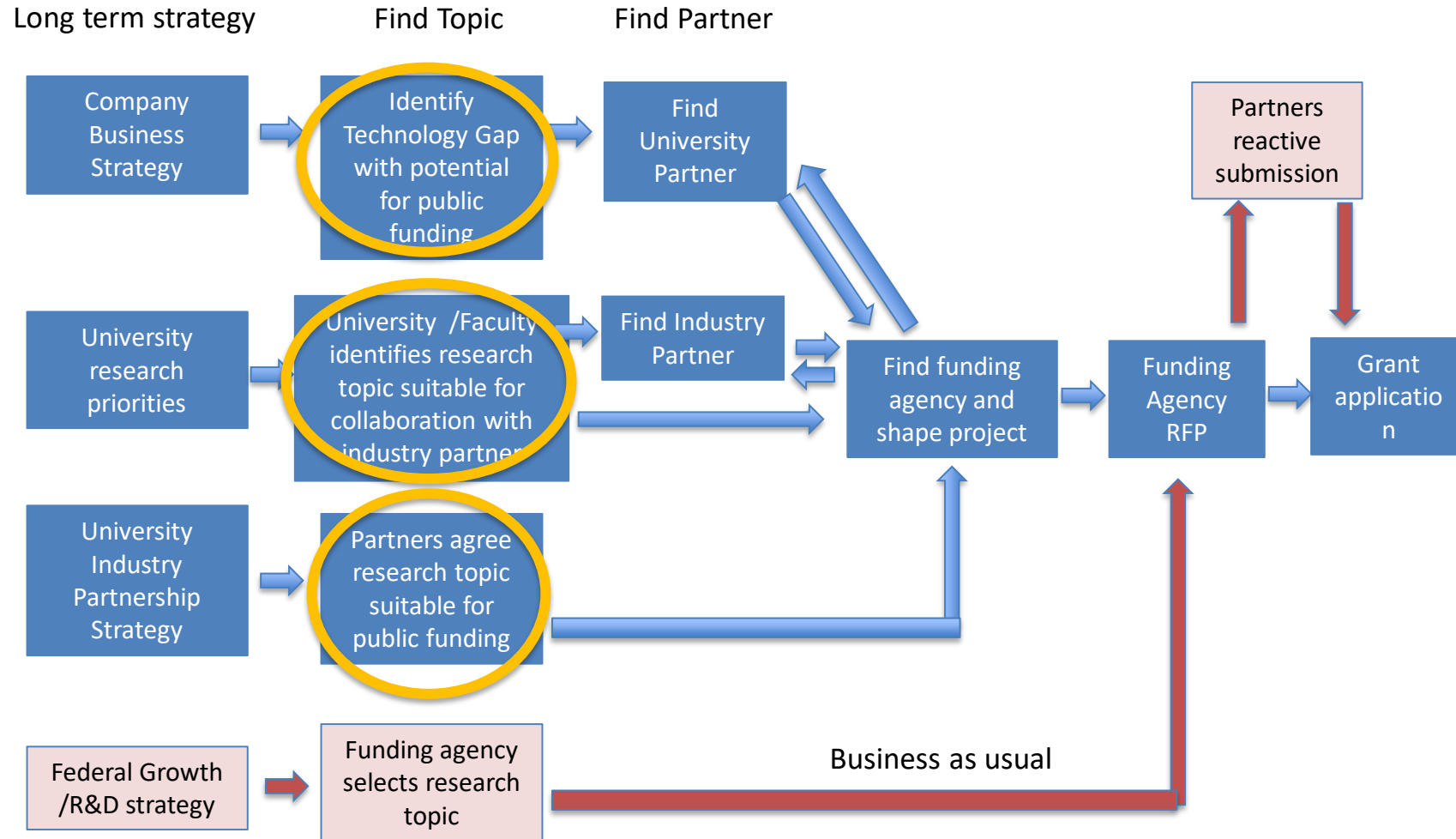
Public Funding Opportunities

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



Best Practices for Application

Public Funding Opportunities

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



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Public Funding Opportunities

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)



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 updates
 - Survey when you close GoToWebinar
 - Project Interest Form (uidp.org/projects)
 - Email info@uidp.net



Strengthening
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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