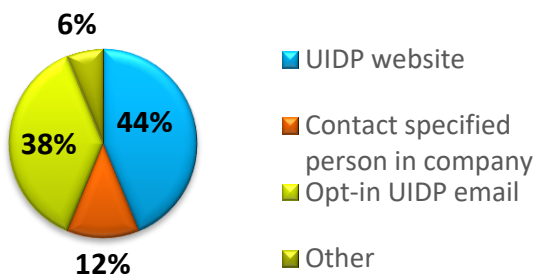**Strengthening University-Industry Partnerships**

Industry Preference for Receiving Information about University-Based COVID-19 Research
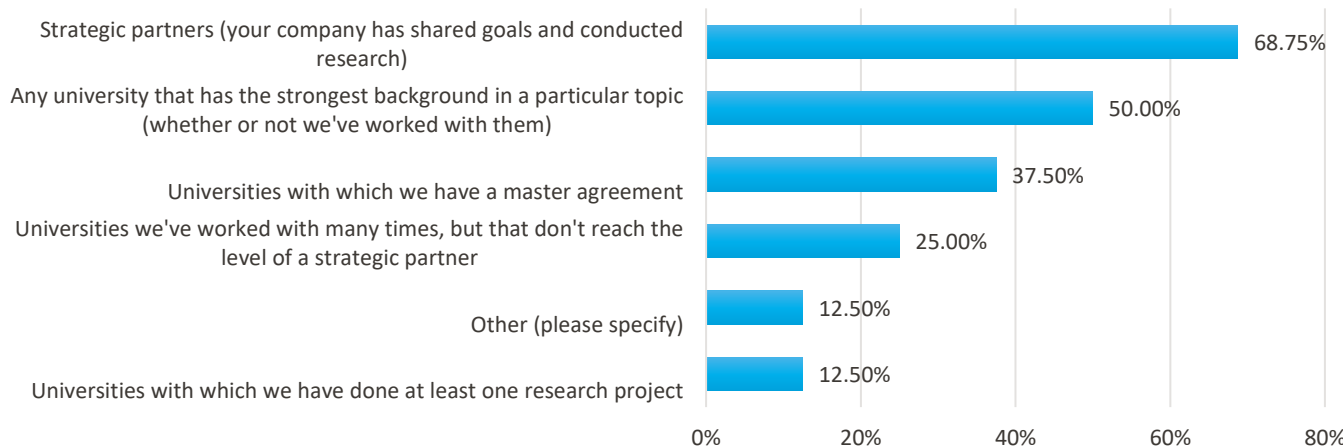
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Industry Preference for Receiving COVID-19 Research Info from Academia

- 6%
- 44%
- 38%
- 12%

Legend:
- UIDP website
- Contact specified person in company
- Opt-in UIDP email
- Other

What information is most important to you when you receive information about a university's research interests?

- Timing of opportunity and perhaps scale
- Funding status, timeline, goals, others involved
- Most of the time, we will be in direct contact with our university partners to see how it is affecting them
- What do they seek from industry? Funding, collaboration, other?
- Status of the research - just beginning, lab demonstration completed, larger scale

What types of academic entities do you seek re: COVID-19 research? Select all that apply.

Category	Percentage
Strategic partners (your company has shared goals and conducted research)	68.75%
Any university that has the strongest background in a particular topic (whether or not we've worked with them)	50.00%
Universities with which we have a master agreement	37.50%
Universities we've worked with many times, but that don't reach the level of a strategic partner	25.00%
Other (please specify)	12.50%
Universities with which we have done at least one research project	12.50%

Additional feedback:

- I like the idea of UIDP emails regarding opportunities AND a single repository UIDP webpage that tabulates all the opportunities (include date posted or some indication of timing).
- The pandemic has obviously been very fast breaking with many changes in information and understanding so there's an unavoidable degree of chaos. A dedicated website with university names and links with appropriate descriptive sentences containing each link would be helpful. Focus on research rather than on what they are doing for their students or their own internal policies.
- The volume of requests is so much that a well-written 2-pager allows us to make the best-informed assessment of whether to progress to a more detailed discussion. It needs to be specific enough to explain the science, but general enough to not be more than 2 pages. We expect that universities will be going to multiple companies (or should be). So we want to give a decision as quickly as possible to help universities find the right partner as quickly as possible.
- Interest provided to individual researcher in the topic of interest.