

UI Collab Webinar
**Academic Research Engagement
Teams for Industry**

Thursday, April 18 | 1 - 2 p.m. ET



Melissa Erekson



Karl Haider



Ed Krause



Strengthening
University-Industry
Partnerships



Powering
Partnerships

How to Participate

Webinar Logistics

Tech Support

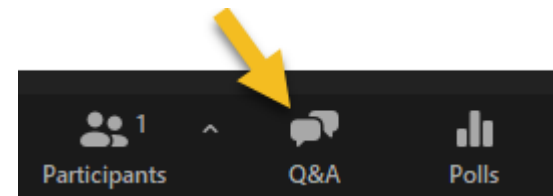
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Q&A and Resources

- Please submit your questions using the Q&A box on your screen. You may submit questions at any time during the webinar.
- A recording will be emailed to all registrants within a week after the webinar is over.



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UI Collab

Powering Partnerships

A consulting firm with over 265 combined years of experience leading top companies, universities, and government agencies.

- U-I Strategy
- Partnership
- Contracting
- Innovation Ecosystem Assessment and Development

How can we help power your university-industry partnerships?



ui-collab.com

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Melissa Erektion

Consultant, UI Collab

Areas of Expertise:

- U-I Strategy
- Structuring to Support U-I

Relationships

- Developing and Managing

Partnerships

- Communicating with Industry
- Engagement Tactics
- U-I Advisory Boards
- Partnering for Diversity, Equity, and

Inclusion

- University Metrics for Success

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Karl Haider

Consultant, UI Collab

Areas of Expertise:

- University-Industry Strategy
- Industry policies and procedures
- University and industry based advisory boards
- University-Industry Partnership Management
- University engagement tactics
- Corporate Sponsorship on university campuses
- Communicating research needs to academia
- Industry Contracting and contracting policy
- Intellectual property treatment



Ed Krause

Consultant, UI Collab

Areas of Expertise:

- U-I Strategy
- Building Strategic U-I Alliances
- Structuring to Support U-I Relationships
- Contracting and Intellectual Property Strategy
- Developing and Managing Partnerships
- Global University Relations
- Industry Metrics for Success
- Financial Return on Investment



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Industry members, do you
engage in research with
academic partners?



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For those companies who do, do you have a unit, staff, or full-time individual responsible for company-wide academic research engagement?



Rationale for an ARET

- Facilitates development and implementation of company-wide university strategy
- Avoid one-off engagements
- Standardized contracting terms across business
- Learnings/best practices more easily shared and implemented
- Single point of contact for universities
- Centralized tracking of projects/metrics



Corporate Support Elements

- 1) Executive Engagement
- 2) Established Metrics and ROI
- 3) Dedicated Budget & Budget Mix
- 4) Professionalized Staffing



Executive Engagement

- VP-level executive champions idea
- Institutionalize it with an Executive Committee
- One VP serves as the Chairperson
- Committee and ARET conduct initial visioning
- VP leaves, a new VP is onboarded



Established Metrics and ROI

- Determine how ROI will be assessed and measured
- Initial phases - measuring behaviors is okay
- Establish transition timeframe to measure ROI as quantitatively as possible



Dedicated Budget & Budget Mix

- Alignment with company strategy/target spend
- Stable Central Budget
- Drives business units to work through central group
- Ease of tracking and holistic reporting on spend



Professionalized Staffing

- Must have a broad understanding of multiple business units
- Need for generalists with an interest/affinity for academia and university research
- Not a “swan song” position or “holding pattern” until retirement
- Open-minded staff with good networking skills



Models of Evolution

- 1) Unrestricted funding
- 2) Contracts
- 3) Strategic alliances



Evolution - *Unrestricted*

- University visits
- On-campus student events
- Unrestricted grants



Evolution – *Contracts*

- Involve broader group of faculty
- Mechanism - Sponsored research agreements
 - Greater control over topic and outcomes
 - Minimize misunderstandings



Evolution – *Strategic Alliances*

- **Very** carefully chosen
 - Technical match
 - Cooperative
 - Track record on unrestricted grant/contract research



Elements of a Strategic Alliance

- Trust-based rather than transactional relationship
- Governed by a strong master research agreement
- 5-year renewable, long-term, open-ended
- Typically, an investment of \$1M+/yr.
- Research portfolio covers multiple topics
- Projects typically multi-year
- Overseen by an “Alliance Manager” at the Company and the University
- Weekly or semi-monthly “operating committee” meetings



Case Studies

- 1) LinkedIn
- 2) Covestro
- 3) Ford



Case Study – LinkedIn

- 2021 through 2023
- Launched academic relations program
- Focus on relationship building
- RFP for specific disciplines
 - Unrestricted, minimal overhead
- Match with corporate representative
- Outcomes:
 - PhD internships
 - Joint publications
 - Site visit to company
 - Site visit to university



Case Study – Covestro

- Prior to late 1990's activities focused on recruiting
- Late 1990's - faculty supported through unrestricted grants (Central Research)
- 2000's – “One off” type of contracts with selected partners (New Technology Org)
- 2014 – ARET formed as part of Open Innovation Team in NA
 - EVP sponsor/ Research Heads Steering
 - Central budget
 - Sponsored research closely aligned with units
 - Master agreements



Case Study – Covestro

2007 – Aachen University (RWTH)

- CEO sponsored
- Catalysis as technology platform
- Evolved to 4 focus topics: Circular Economy, Polymer Building Blocks, New Materials, One Carbon Feedstocks
- Tens of millions of Euros funded



Case Study - Ford

- 1987 unrestricted grants
 - Central Budget
- 1990s - Contract work
- 1998 First Strategic Alliance - MIT
 - Master research agreement
 - Founded ARET
 - Executive committee



Case Study – Ford evolving

- Professional, global ARET
- Development of agreed-upon metrics and conversion to quantitative ROI
- Growing budget - central and departmental funding
- Adding alliances
- Annual competition
 - Expedited funding with VP or department funding



Case Study – Ford evolved

- By 2020
 - >2000 projects in total
 - > 150 U's worldwide
 - Among leading companies globally in investment
 - “Hundreds” of active projects
 - 11 Strategic Alliances in US, Europe, Australia
 - Demonstrated unimpeachable financial ROI

Q&A

Please submit your questions using the Q&A tab on your screen.



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more about on Academic
Research Engagement
Teams?



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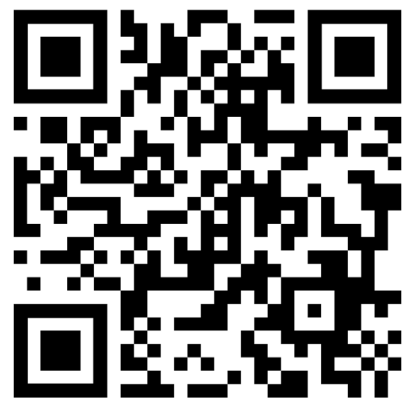
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