



# Promoting Technology Collaborations Session b Outbrief

Moderators:

Terry Boulton  
and  
Michael Marrah



Can you provide 1-2 examples of how you approach new potential collaborations partners, what homework you do before the meeting, what questions you ask them and what value proposition do you offer them for the collaboration?





## PFI Responses

- ◆ A common goal – target companies working close to your area
- ◆ Use someone I already have a relationship with
  - *How do you build such relationships?*
  - Show where there is value (depending on the potential collaborator's goals)
  - Find a contact in our univ with a company that needs help
- ◆ Bring together people of diverse backgrounds in a conference setting (part of their active PFI grant)
- ◆ Basic technology based research (google)
- ◆ Offer internships (from company partner)



**How do you measure and report the value of the collaboration, from the different stakeholder viewpoints of the collaboration?**





## PFI Responses: Measure/report value

- ◆ Survey the collaborators over a period of years
- ◆ The collaborators bring different things “to the table”, thus, their value varies
- ◆ Track other grants that have come out of the PFI collaborations
- ◆ Will the collaboration “meet an unknown need”?
- ◆ Funding of internships and students
- ◆ Measure Intellectual property



**A critical issue, and often road block, in setting up collaborations & partnerships are the IP issues, especially for jointly owned IP.**

**How do you address that issue in your collaborations?**





PFI

## Responses: Joint IP issues

- ◆ Formal contracts (but these are sometimes violated)
- ◆ Bundle IP from different universities, with an agreement for the division of any income
- ◆ Special provisions for consultants (they are just work for hire, and shouldn't retain rights)
- ◆ Special considerations for collaborations with small companies (they are often very protective of their IP and work)
- ◆ Foster cordial relations between companies and universities
- ◆ From the business prospective – good communication with the university IP office
- ◆ Business is inherently about “control” for revenue purposes, thus creating some friction in university collaborations.
- ◆ Settle things informally before bringing in the lawyers



PFI



PFI

**How have you used other formal government programs, e.g. SBIR/STTR, ATP, NSF Centers or state specific programs to augment the “goals” of your PFI (other than just \$\$).**



PFI



## PFI Responses: Other government programs

- Help companies grow their technology base
- Help students get involved in the proposal process
- Gives them a job if the proposal is accepted
- Leverage funded centers to benefit students (experience and education)
- Leverage of SBIR to partner with companies that have spun off of the initial PFI.



**What is your model for engaging undergraduates in your collaborations, and using it as a tool to recruit K-12 students into the field?**





## PFI Responses: Ugrad/K12

- ◆ Engage student interest through questioning
- ◆ Expose young people to career opportunities
- ◆ Career day
- ◆ “Career cards” to be used by teachers and guidance counselors
- ◆ Fun coloring and exercise books for younger students
- ◆ Week long camp for middle and high school students on ideas, careers, and tech transfer
- ◆ Give class credit for company engagements
- ◆ Traditional paid internships



## PFI Other ideas from Open Discussion

- ◆ Figure out what your university’s goals are
- ◆ Figure out what your collaborator’s goals are
- ◆ It is often easier to convince small companies to do things that require more time and less money
- ◆ Do educational opportunities exist outside of Universities?
- ◆ Engage/Support the community to build relationship to be ready for collaborations
- ◆ Use Master agreements (more likely to be agreed to by a university) to setup for ongoing and more rapid collaborations

