Industry-University Collaboration Has Multiple Goals

• Educator of the next generation of leaders in science, technology and business
• Source of breakthrough discoveries
• Collaborator in commercial innovation development and deployment
• Breeding ground for entrepreneurial start-ups
• Incubator for new enterprises
• Engine for regional economic recovery & future national economic growth
INDUSTRY EXPECTATIONS ARE EVOLVING IN RESPONSE TO COMPETITIVE PRESSURES

Expanding Roles for External Technology Resources*

- Access to next generation technical talent
- Access to breakthrough/transforming technology for strategic positioning in growing markets
- Re-position current product/process to next-generation technology
- Virtual R&D Center: leverage partner assets
- Window on evolving/competitive technology
- Complementary technology to internal core research
- Accelerate commercialization via partnering to gain skill or market access
- Critical technical problem resolution


Major corporations are down-selecting to 4 - 6 key university partnerships globally
Increasing interest in co-locating research centers at key university

EIGHT MAJOR ASPECTS OF AN INDUSTRY COLLABORATION RELATIONSHIP.....

1. Recruiting skilled and talented students
2. Sponsoring & advising academic research
3. Contracted research and development
4. Supporting GT schools, chairs, programs, initiatives, campaigns & endowment
5. Connecting with ATDC startups
6. Continuing education
7. Vendor relationships
8. Major innovation centers / establishing a sustained presence at Tech
Corporate Relations is part of the Office of Development

- Prospects are assigned within the Office of Development
- Central Development officers work with organizations whose interests and engagements span across several schools, IRI's, or campus groups

Corporate philanthropy is an oxymoron

Our role:

- Work with industry to help find the most efficient and effective ways for engagement which provide a clear return for the participating organization while also advancing and benefiting the Institute
## OFFICE OF INDUSTRY COLLABORATION

**“ENTERPRISE TO INSTITUTE” COLLABORATIONS**

- Serve as a “portal” for industry access to all of Georgia Tech’s research resources
- Relationship and opportunity development, jointly with the IRI’s & Corporate Relations
- Identify R,D &D opportunities aligned with company interests
- Foster new research relationships in areas of emerging corporate interest
- Identify specific public-private program funding opportunities in areas of collaboration
- Integrated contracting & IP agreements (jointly with Industry Engagement)
- Facilitate IP commercialization strategies
- Provide access to GT spinout companies
- Sustained focus on enabling commercial outcomes

## RELATIONSHIP MANAGEMENT REQUIRES COORDINATION ACROSS THE INSTITUTE

### Industry Collaboration
- Integrated master collaborative research & IP agreements
- Identify R,D &D opportunities aligned with company interests
- Foster new relationships in areas of emerging corporate interest
- Identify specific public-private program funding opportunities
- Innovation exploration (ideation workshops, focused seminars)
- Innovation acceleration (product concepts, pilot operations)
- Co-located Innovation Centers
- Venture / spin out introduction

### Corporate Relations
- Cultivation of sustained Institute-wide corporate executive relationships
- Student support, recruiting, engagement activities and capstone support
- Faculty engagement (research, student recruitment, SME access)
- Research collaborations
- Identify R,D&D opportunities aligned with company interests
- Institute support (faculty & student support, facilities, equipment)
- Engagement of GT Prof Education
- Vendor relationships

---

**Georgia Tech**

**Creating the Next**
CONTRACTS CONTINUUM: TAILORED TO SPAN THE INNOVATION LIFE CYCLE

Before March, 2013:
Single basic research agreement had to be customized every time research fell outside traditional exploratory / academic research context

Today:
Targeted agreements crafted to:
• Address industry challenges
• Streamline contracting process
• Provide straightforward IP terms
• Enable translational research: discovery to deployment