



University • Industry Demonstration Partnership

The University-Industry Demonstration Partnership



NCURA Annual Meeting
October 22, 2009

Susan Butts (Dow) and Tony Boccanfuso (UIDP)

The UIDP Today



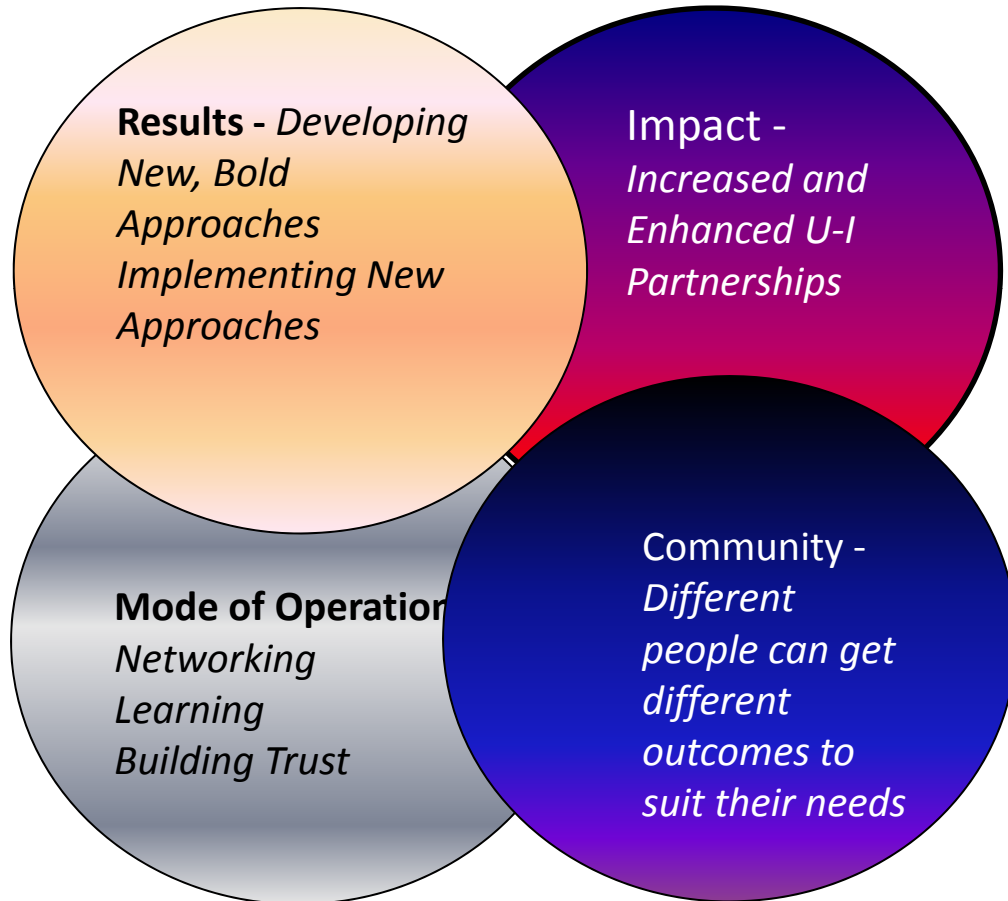
UIDP Mission



*Enhance the environment for University-
Industry research collaborations and
promote US competitiveness*

Project/Demonstration Focused

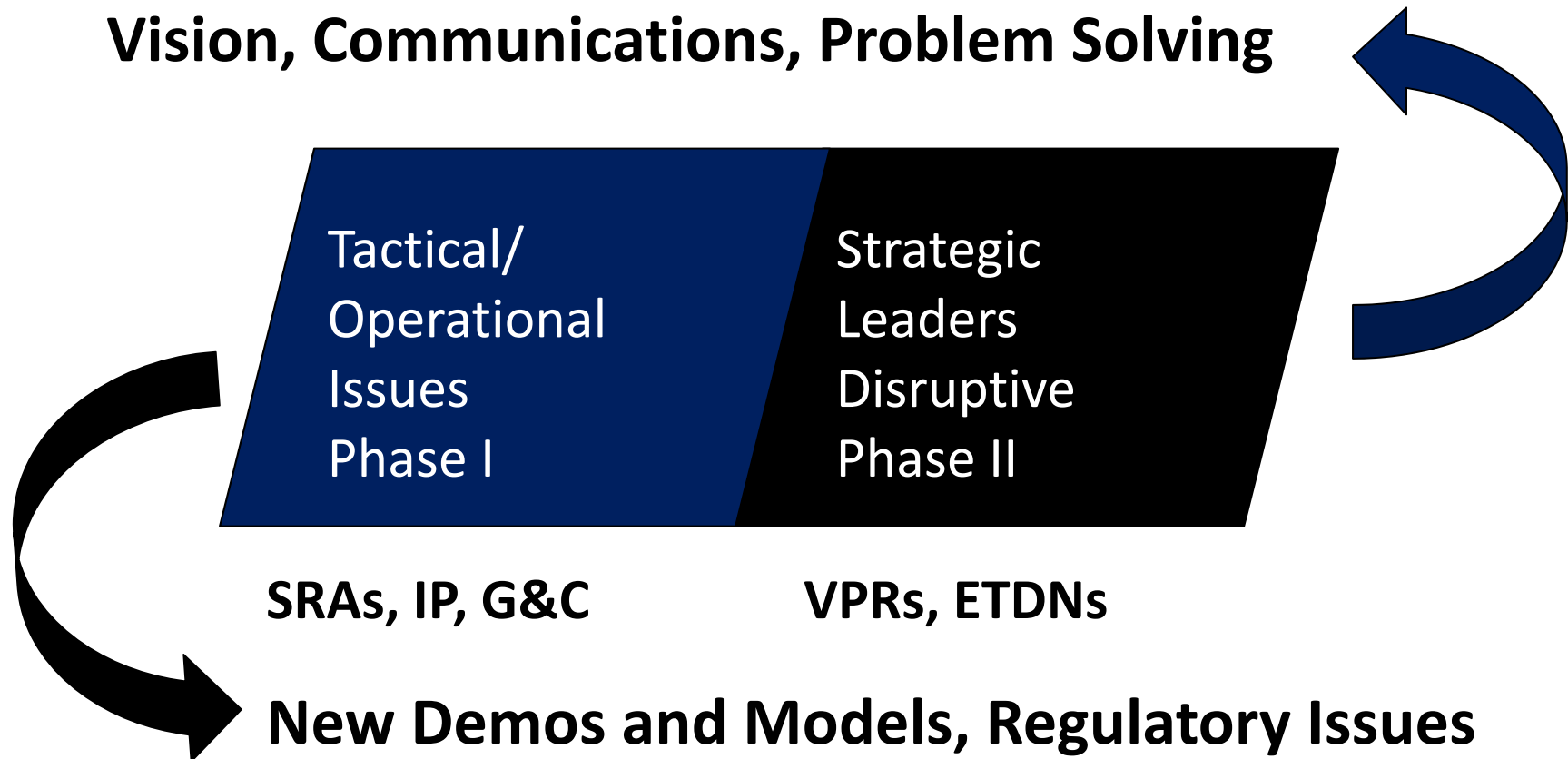
UIDP Value Proposition



Collectively, it is the unique membership composition of the UIDP and its focus on demonstrable strategies to enhance collaborations between universities and corporate partners across a broad array of business sectors that represent the UIDP advantage.

Multiple Approaches

Vision, Communications, Problem Solving

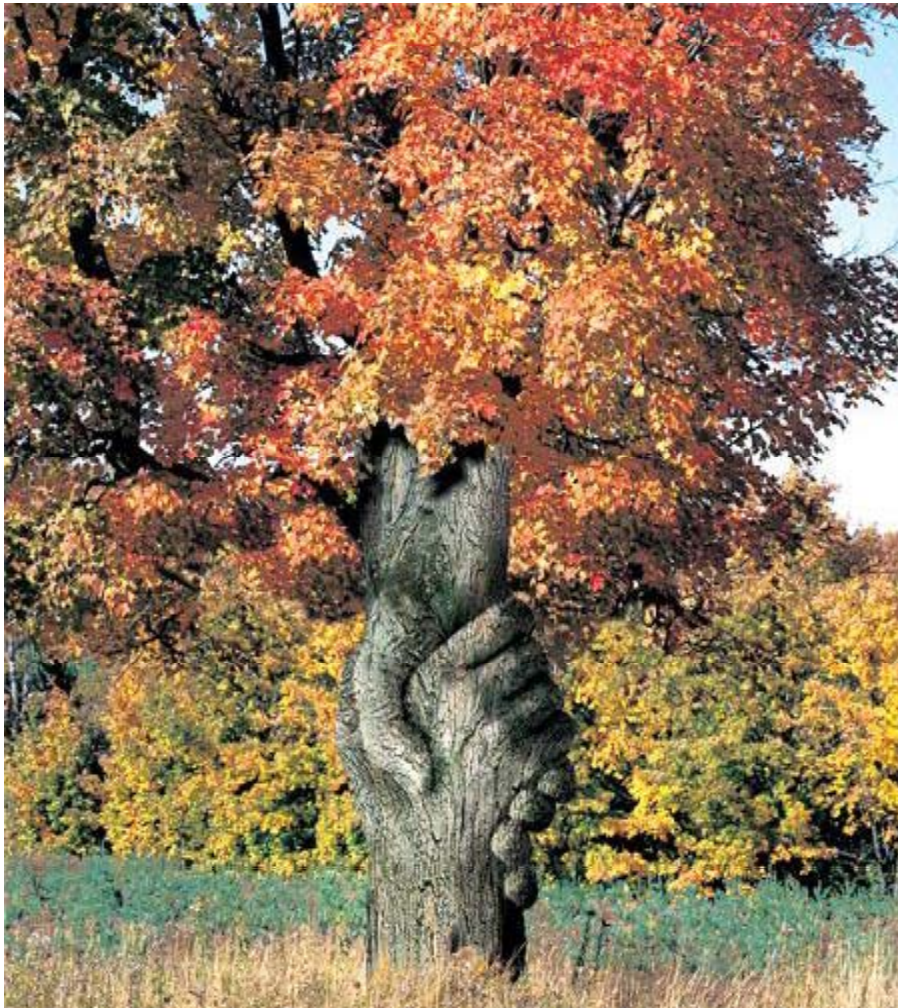


SRAs, IP, G&C

VPRs, ETDNs

New Demos and Models, Regulatory Issues

Guiding Principles for U-I Partnerships



- *Support the mission of each partner*
- *Focus on fostering appropriate, long term partnerships*
- *Seek to streamline negotiations to ensure timely conduct of the research and the development of research findings*



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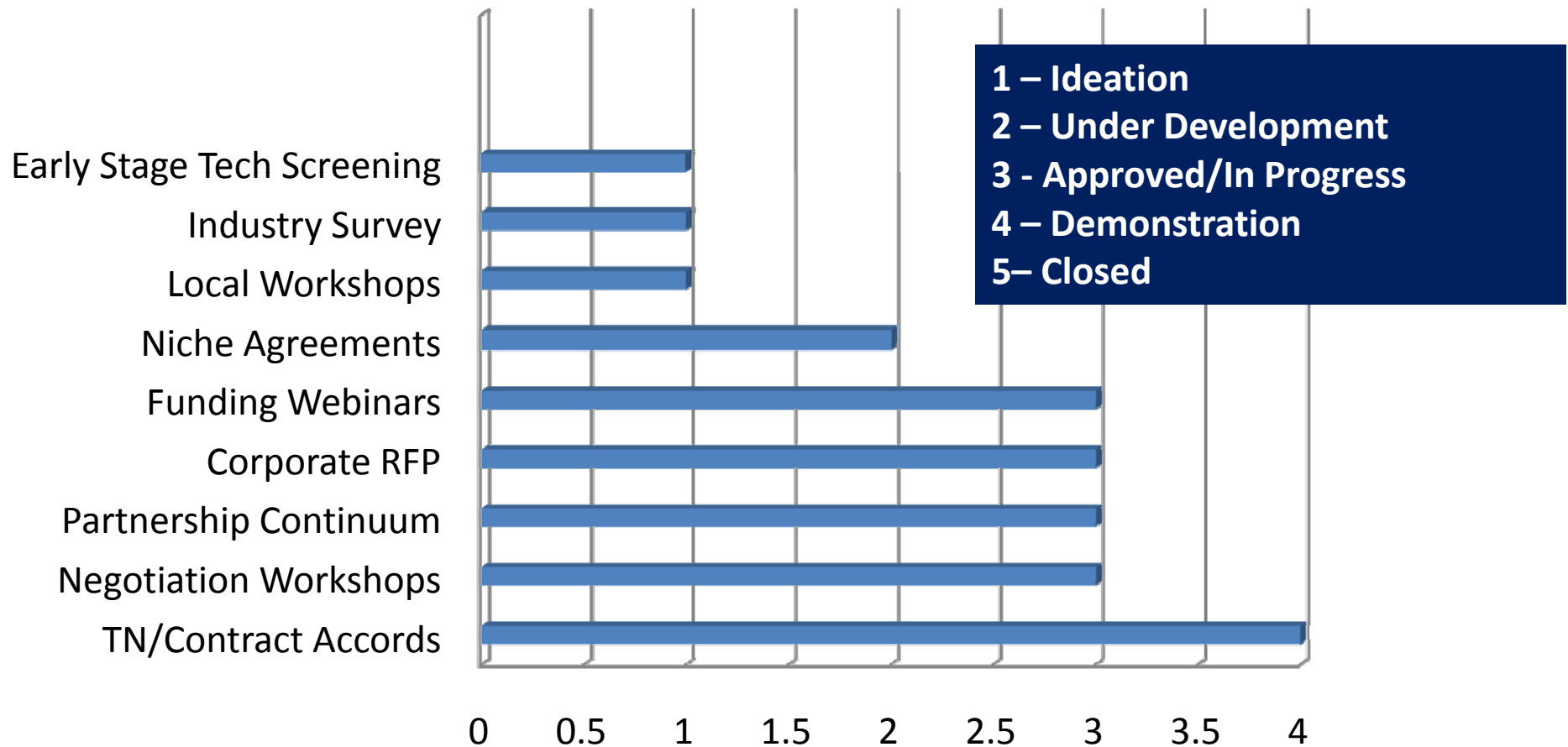
UIDP Project Process

UIDP Projects

Successful projects and demonstrations are at the heart of what the UIDP seeks to accomplish on behalf of its members:

- The UIDP began with a major project – TurboNegotiator
- During the past few years, new projects have been initiated – some major, others more modest in scope
- Most ideas emanate from members and the challenges and opportunities they face in their jobs

UIDP Projects - Progress



TurboNegotiator/Contract Accords

- Champions – Jilda Garton (Ga Tech); Industry – Connie Armentrout (Monsanto); Beth Judson – Project Manager
- Beta version has been developed and is available for *limited use*
- Webinars being offered to educate members about current applicability
- Contract Accords booklet has been printed and published
- Seeking funding for next stage of development
- Developing new Contract Accords to expand library

TN Demo/Contract Accords Booklet



Demo for viewing

<http://turbo.sitesetup.net/>



Negotiation Agreements Workshop

- Champions – Connie Armentrout (Monsanto) and Sheryl Goldberg (Rutgers); Greg Howell – Project Manager
- First offered in December 2008
- Topics have varied
 - Ag/Bio
 - Chemicals
 - Clinical Trials
 - Engineering
 - Pharma
 - IT/Software
- No additional sessions planned at this time

Partnering Continuum Strategies

- Champions – Jeff Southerton (Pfizer) and Geanie Umberger (Kentucky)
- Working Group seeks to identify and catalog partnering approaches beyond the single transaction model
 - WG is active and aggressive
 - Diverse team tackling project
- Developing a two prong approach
 - Survey
 - Partnership modes
- Potential product – case studies of successful partnership models

Corporate RFP

- Champions – Bob Gruetzmacher (DuPont); Wayne Watkins (Akron)
- Goal – identify features of RFPs that will maximize interest from academic community and help sponsors achieve goals
- Cataloging recent efforts
- Conduct survey to gain additional information

Funding Webinars

- Champions – Don Gerhart (Oregon); Brice Nelson (Toyota);
- Goal – increase awareness of specific agency programs that support university/industry research collaborations
- Use monthly webinars led by agency representatives who can speak on behalf of the agencies they represent
- Being held in conjunction with NCET2
 - First call - December 16th at 4 PM
 - NSF - Kesh Narayanan, IIP Director

Niche Agreements

- Champions – Lauren Wilson (Alabama); Industry – vacant
- Working Group has sought to identify relevant topics and illustrations for discussion
 - Clinical Trials
 - Fee for Service
 - Master Agreements
- Collecting examples from UIDP community; your examples are sought

Local Workshops

- Champions – Judith Sheft (NJIT); Industry – vacant;
- Goal - develop a meeting/workshop template for members to use in their communities
- Build upon prior and planned efforts
 - Negotiations agreement workshop
 - National SBIR workshop
 - NSF SBIR Phase I workshop

Industry Survey

- Champion – Jerry Duncan (Deere); University – Steve Harsy (Wisconsin)
- Limited information on the percentage of industry R&D funds going to external sources such as universities and non-profit research institutes
- Produce an annual report describing the level and type of investment being made by industrial groups/segments in university research
- Hire a fellow with UIDP funds to collect and process data provided by industrial contacts (e.g., UIDP members, IRI members, etc.) and other reliable sources.

Early-Stage Technology Screening

- Champion – Rebecca Poon (Sigma Aldrich); University – Mike Nichols (Missouri)
- Members for a working committee are being sought
- Goal - Standardize the screening criteria and processes of early stage inventions for the purpose of commercialization.
- A triage document / checklist and an article on the most generalizable requirements for commercial success pertaining to the valuation of a broad range of early stage innovations are among the deliverables envisioned.

2009 Meetings



April 2009 - Strategies for Bolstering University-Industry Research Collaborations



August 2009 - Regulatory and Governmental Policies Affecting University-Industry Collaborations

Project Summit – December 7-8, 2009



National Academies – Washington DC
Project Working Group Sessions

Next Meeting – March 1-3, 2010



***The Impact of
University-
Industry
Collaborations
in Specific
Sectors***



Summary

- UIDP adopts projects of interest to its members
- UIDP projects can benefit companies and universities of varying size and scope
- UIDP members benefit from the extensive and diverse set of experiences of its members
- Specific tools (e.g. TurboNegotiator) offer novel opportunities to re-examine processes which have not been very effective in the past

If you haven't already done so, we invite you to join us by devoting your time and talents to help us address these challenges!

Questions/Comments

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UNIVERSITY-INDUSTRY DEMONSTRATION PARTNERSHIP (UIDP)

NATIONAL ACADEMY OF SCIENCES

NATIONAL ACADEMY OF ENGINEERING

INSTITUTE OF MEDICINE

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