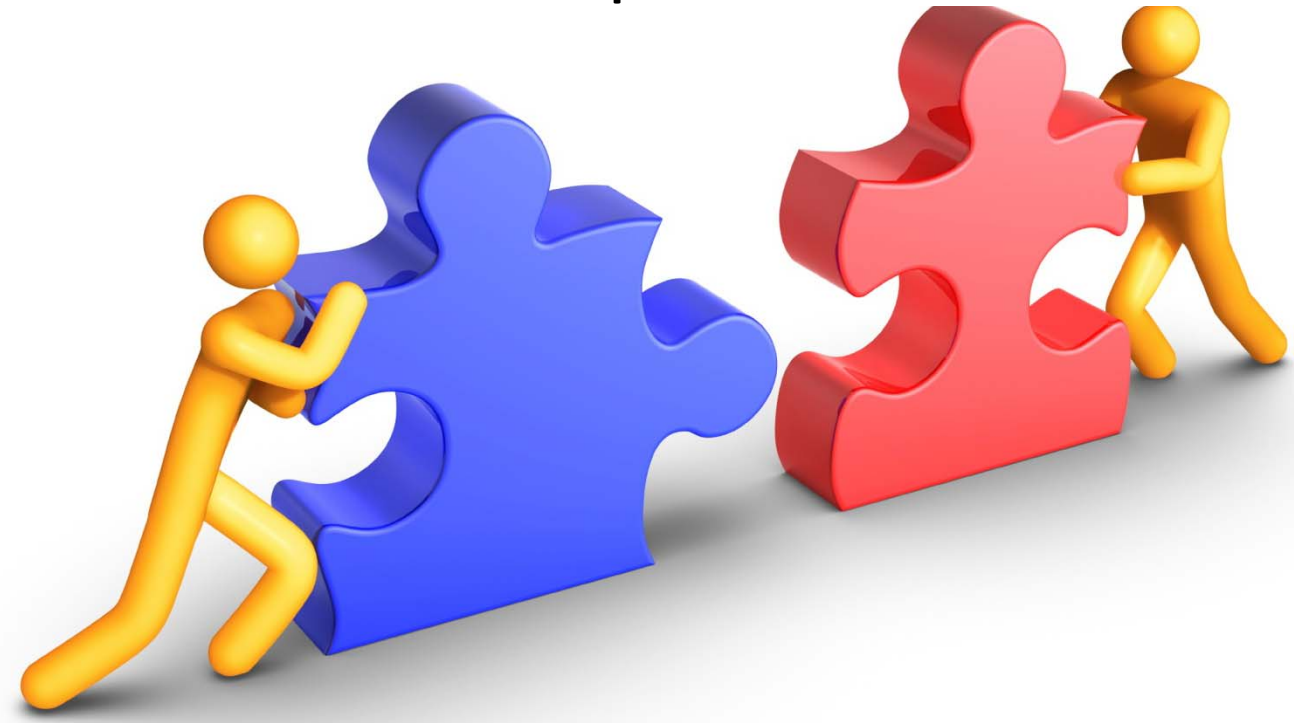
University•Industry Demonstration Partnership

U.S. Small Business Administration
SBA
Your Small Business Resource

The University Industry Demonstration Partnership
An Update



June 2010

THE NATIONAL ACADEMIES
Advisers to the Nation on Science, Engineering, and Medicine

Meeting Purpose

- Provide SBA information on National Academies University Industry Demonstration Partnership (UIDP)
- Inform SBA of specific UIDP initiatives that can significantly benefit SBA (i.e., SBIR and STTR) communities
- Identify current SBA initiatives and needs for supporting SBIR/STTR communities

The UIDP provides a unique and valuable forum directed at an important mission: bringing together representatives from universities, industries, and government to explore and experiment with new approaches for collaboration that satisfy our shared values. In addition to the very useful exchange of information that occurs between university and industry representatives at UIDP meetings, I've found great value for Deere & Company in the exchange of information that occurs among industry partner colleagues on their approaches to broadening and strengthening university relationships.

Jerry R. Duncan, Ph.D.
Manager, University R&D Relations
Deere & Company
UIDP President

UIDP Mission

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

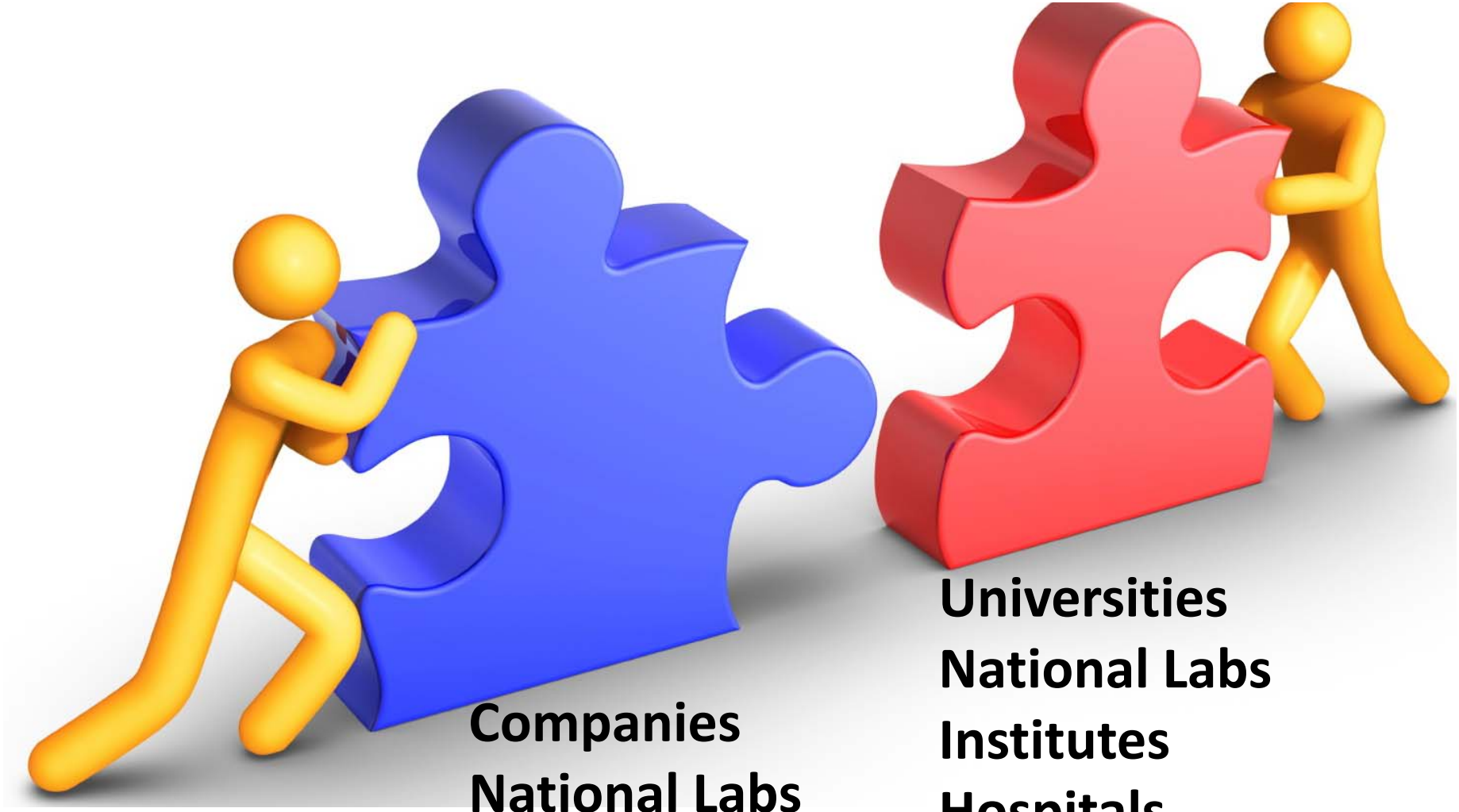
How we do this

Projects and Demonstrations

University•Industry Demonstration Partnership

Who we are …what we do

Research Funders/Research Performers



Companies
National Labs
Universities

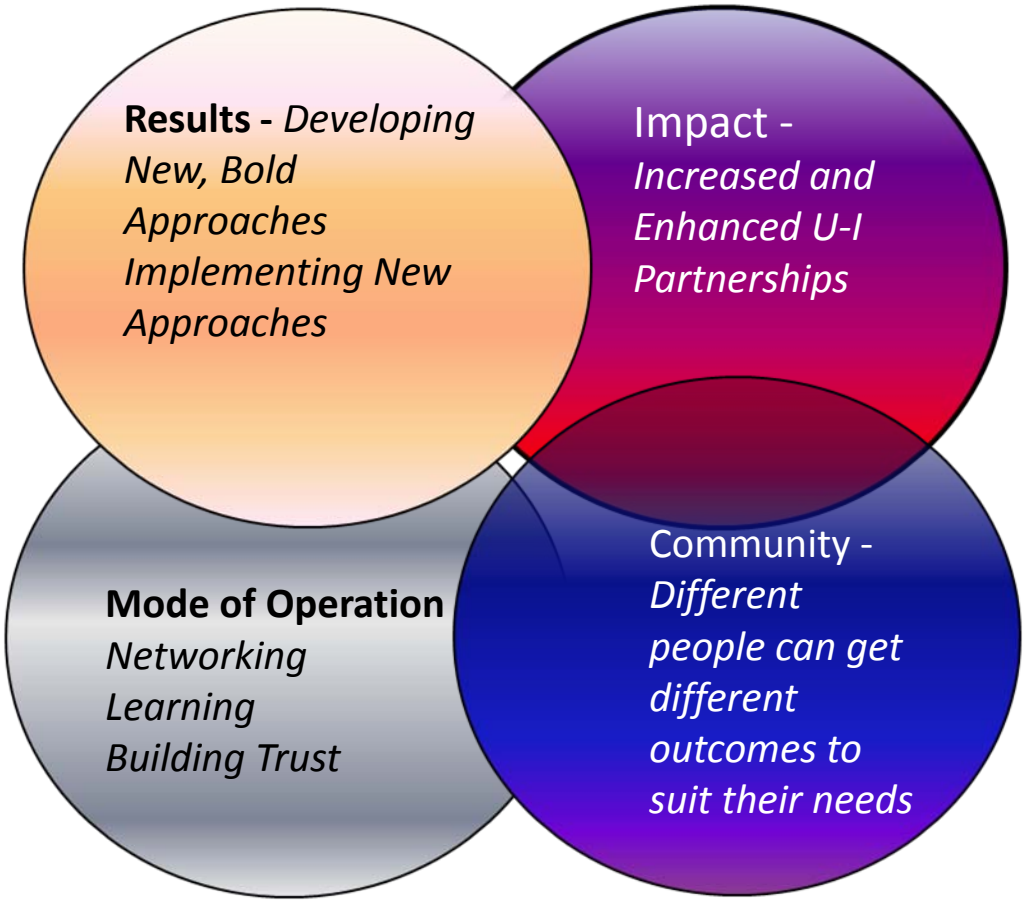
Universities
National Labs
Institutes
Hospitals

A diverse and broad membership

The UIDP Today

- *Universities spending more than $16B on R&D*
- *Companies with a market cap of more than a trillion dollars*

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.

UIDP – Small Business engagement

- NSF sponsored five SBIR companies as members during Phase I (2007-2010)
  - Currently one SBIR company is a member

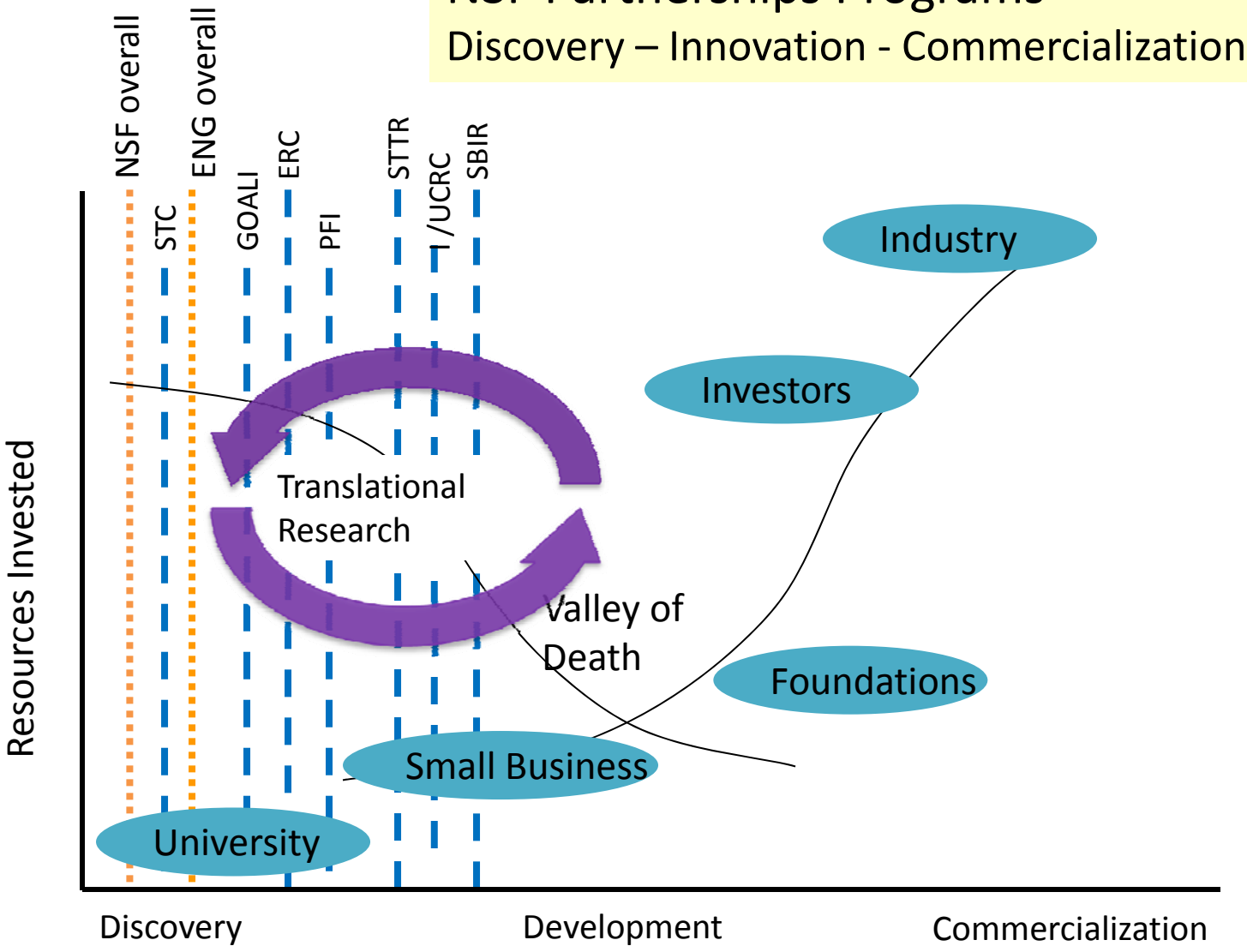
- Several projects (including TurboNegotiator , funding webinar series and training workshops) are well suited for small businesses who seek to partner with universities ,national labs, and companies

Some activities

- 2009 National SBIR Meeting – Negotiation Agreements workshop
- 2009 NSF SBIR Phase I Awardee Meeting workshop
- 2010 Funding Webinar Series – NIAID and NCI SBIR programs

NSF Partnerships Programs*

Discovery – Innovation - Commercialization



UIDP Strategic Partners

Other agencies that we have engaged

- NIST
- DTRA
- DoD OTT
- FBI
- SBA

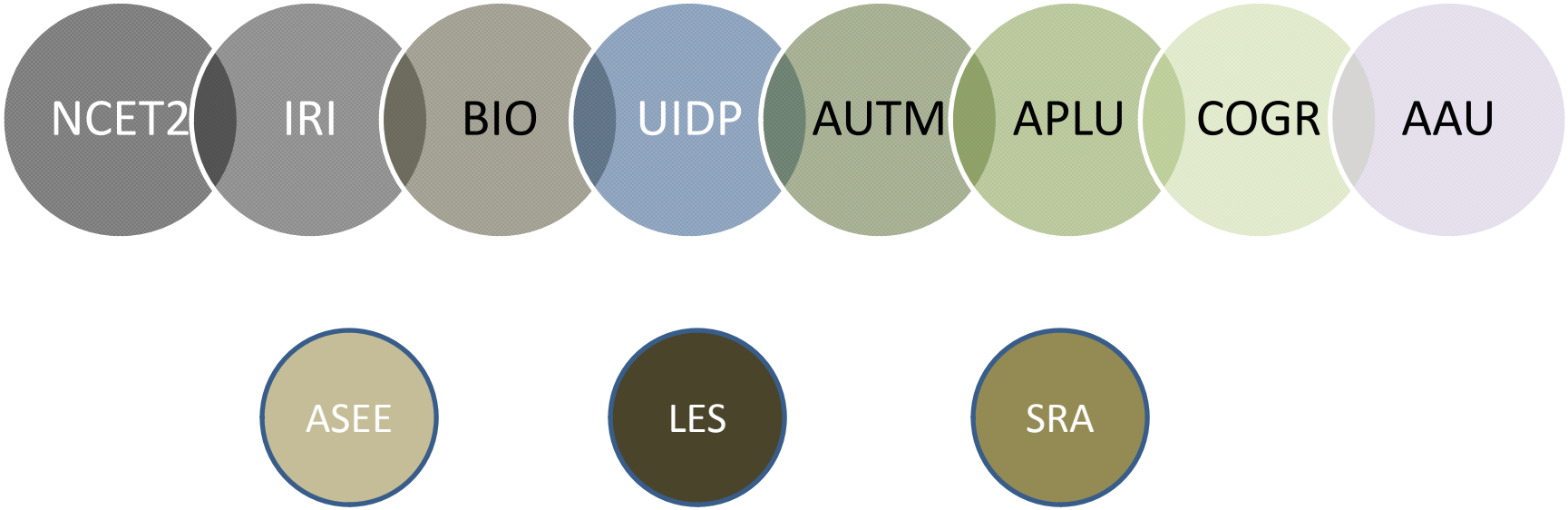
Varying missions – disparate interests

UIDP Strategic Partners

We undertake projects to help agencies achieve their mission:

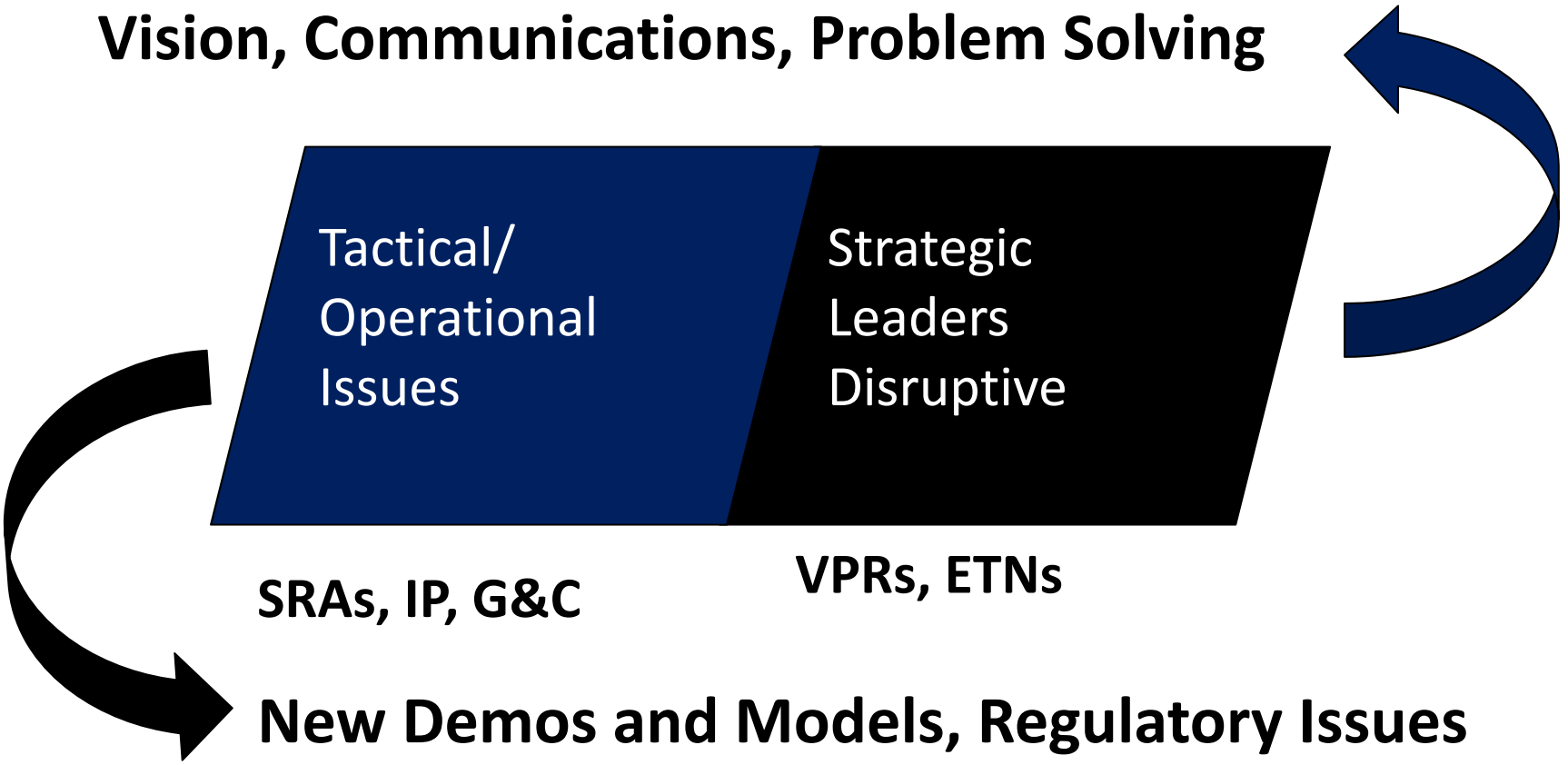
- Conferences/workshops
- Educational sessions
  - Staff
  - Grantee community
- Demonstrations/Pilots
- Expertise - practitioners

Relationship with Other Associations

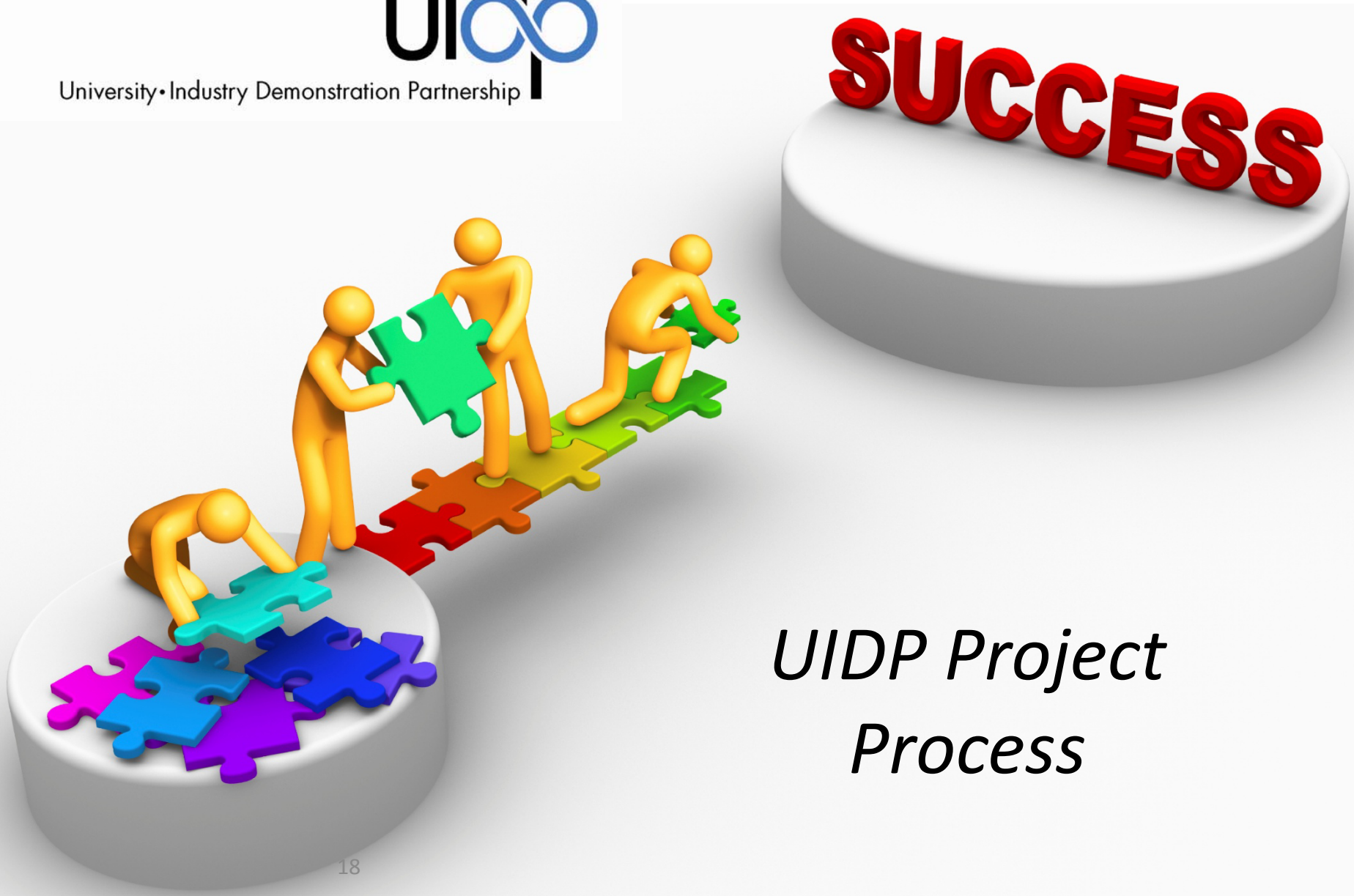


Strategic Relationships - Partner as appropriate

UIDP Actions - Multiple Approaches

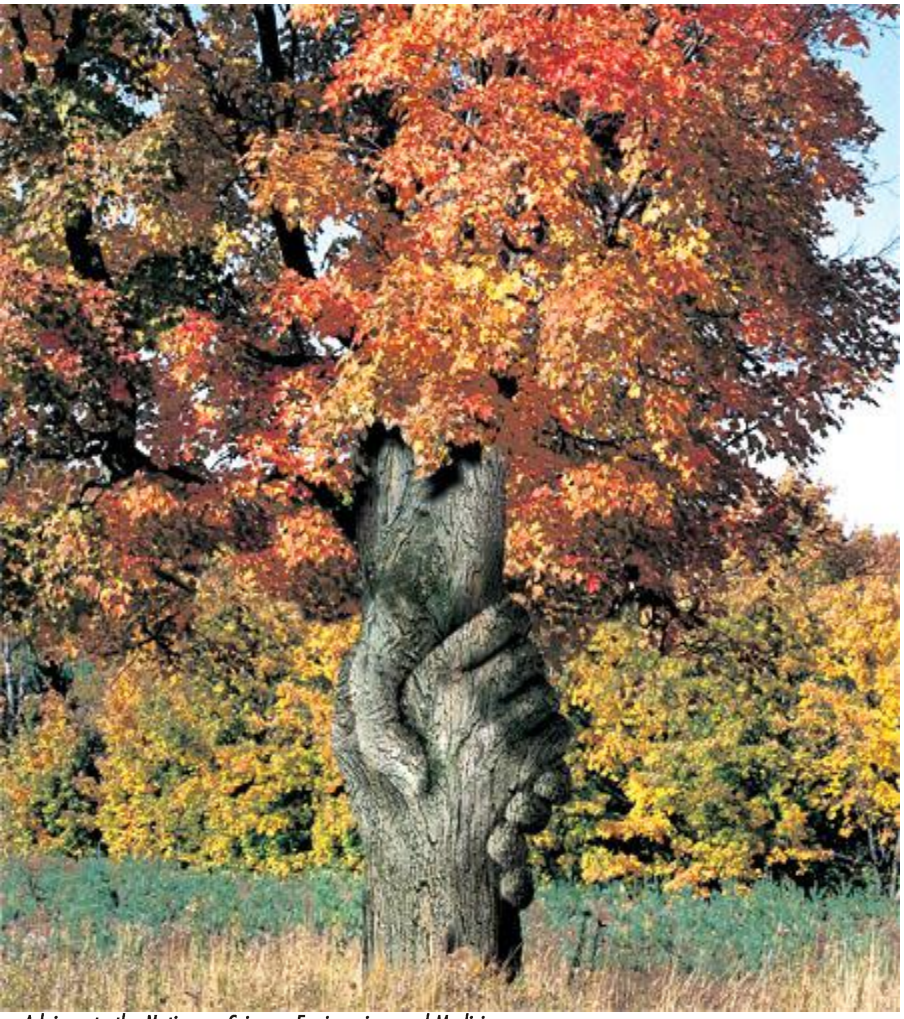


University • Industry Demonstration Partnership



UIDP Project Process

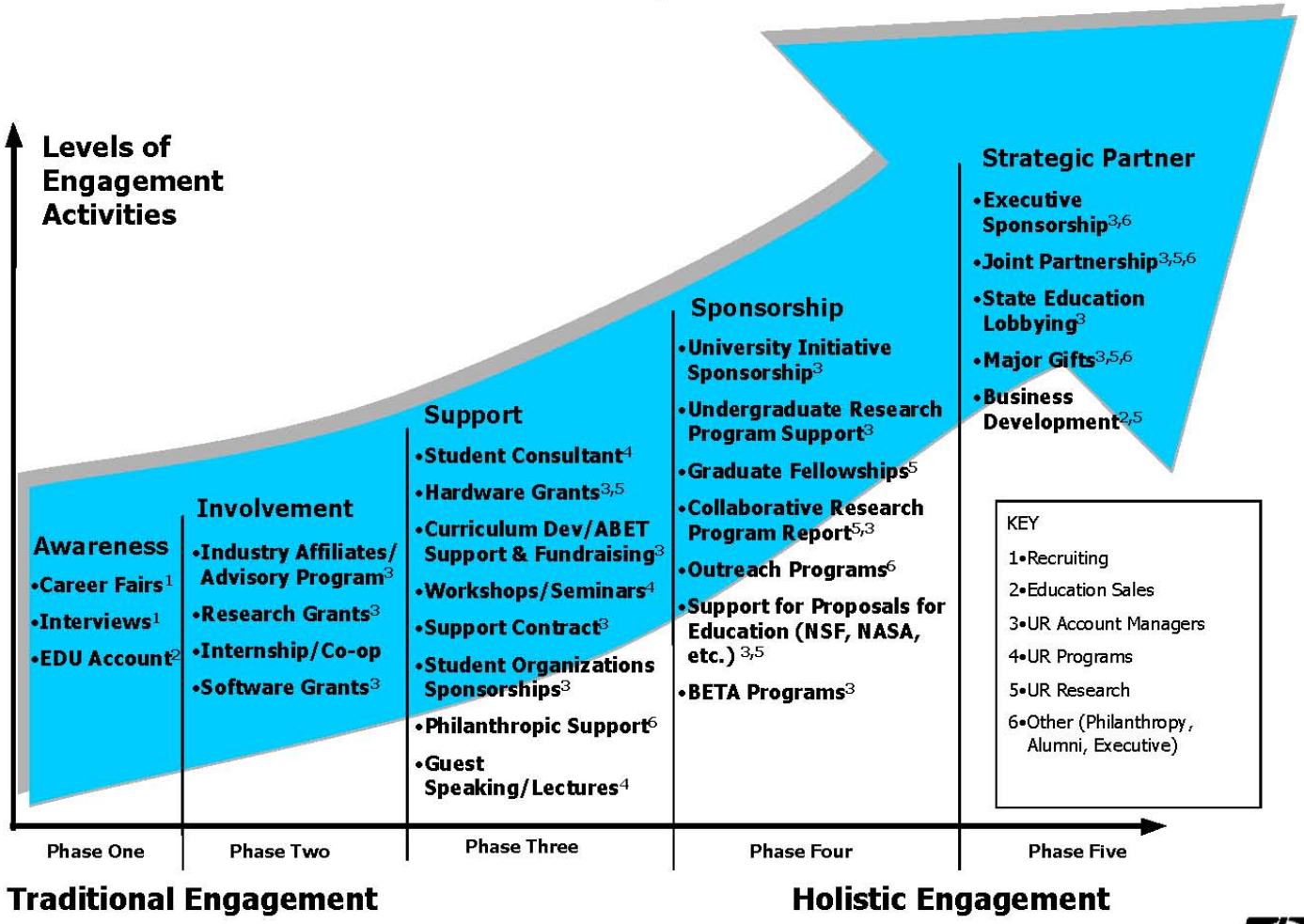
Guiding Principles for U-I Partnerships



Advisers to the Nation on Science, Engineering, and Medicine

- *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*

The Partnership Continuum



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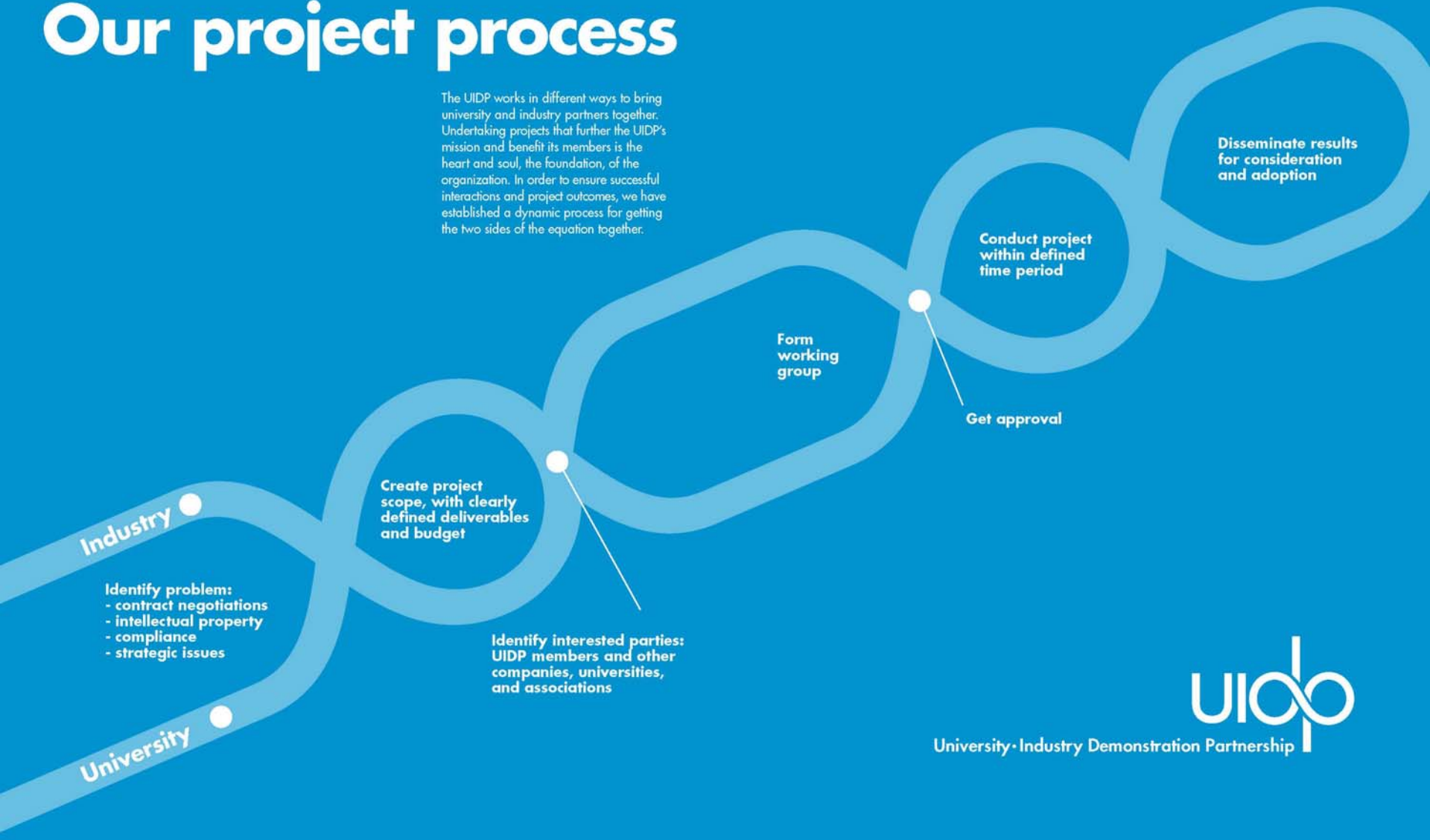
Courtesy of Wayne Johnson

Our project process

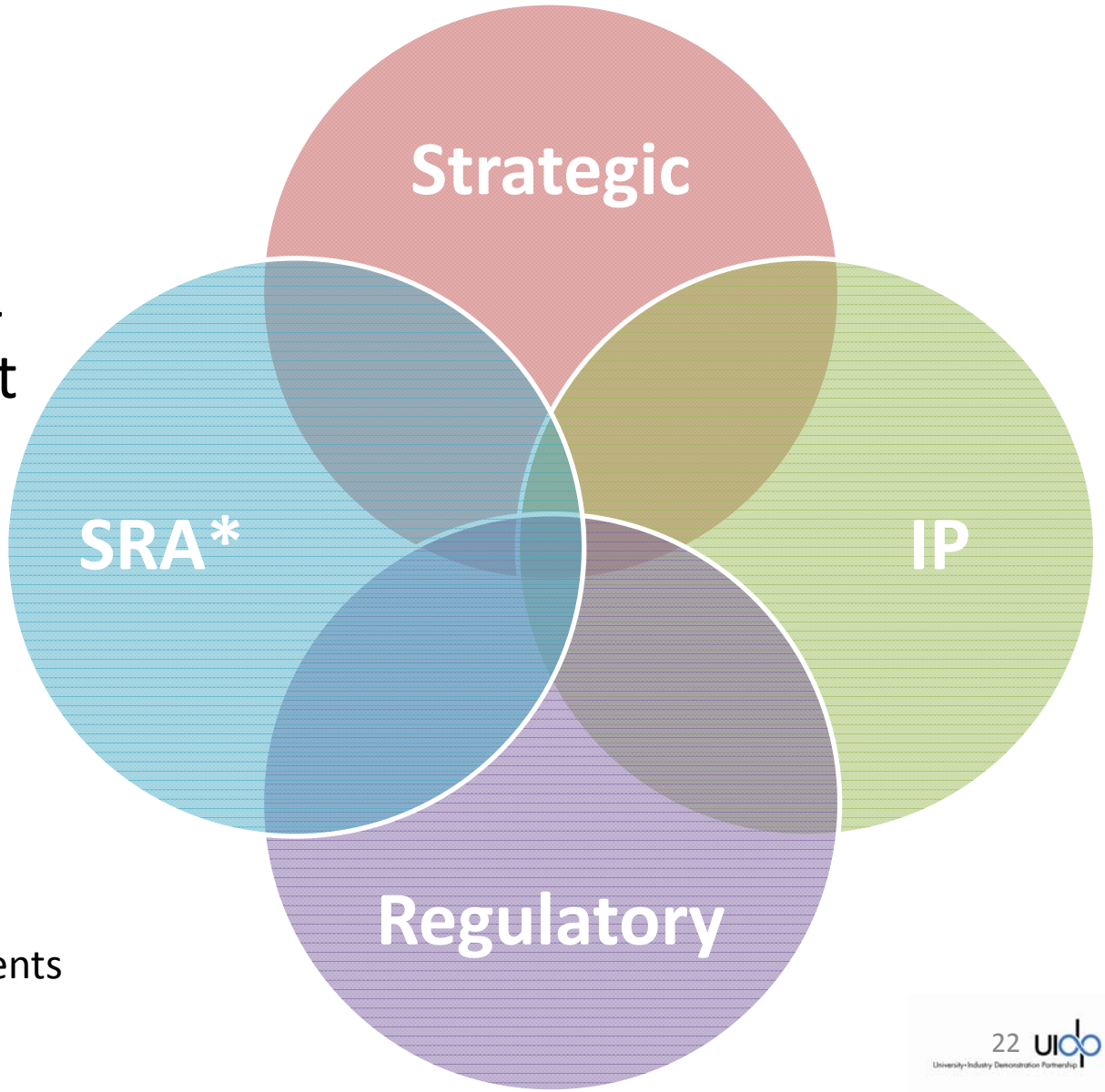
The UIDP works in different ways to bring university and industry partners together. Undertaking projects that further the UIDP's mission and benefit its members is the heart and soul, the foundation, of the organization. In order to ensure successful interactions and project outcomes, we have established a dynamic process for getting the two sides of the equation together.



University·Industry Demonstration Partnership

UIDP Projects

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



* Sponsored Programs Agreements

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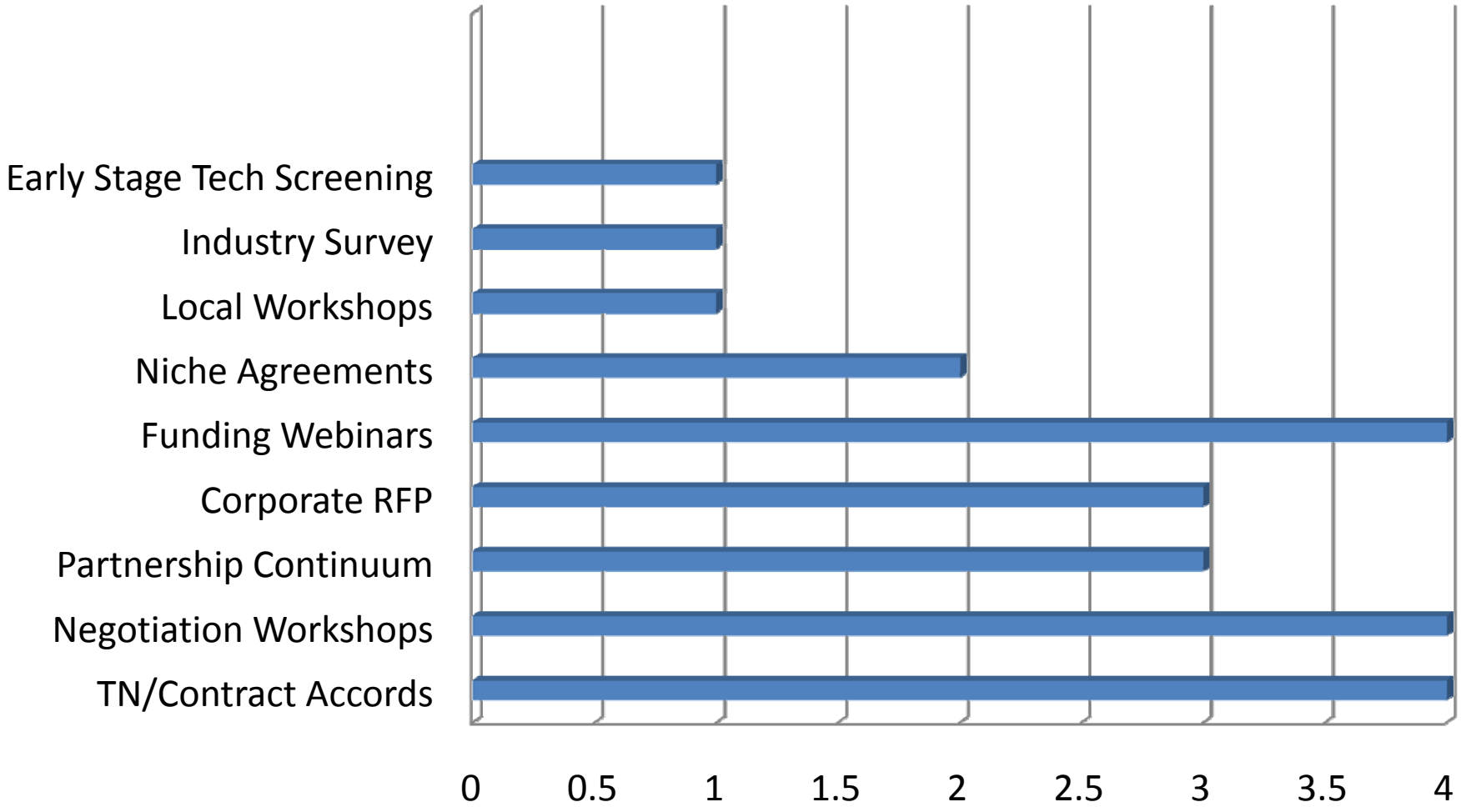
UIDP Projects - Progress



1 – Ideation
2 – Under Development
3 - Approved/In Progress
4 – Demonstration
5– Closed

Additional Projects Under Consideration

- Effective management of conflict of interest
- Enhancing Strategic Collaborations
- Faculty primer on working with industry
- Conversely, industry scientist primer on working with universities
- Clinical Trial/Translational Research
- New approaches to software agreements

Supplemental Slides/Information

Contract Accords Project Status

- Co-chairs: Jilda Garton, Georgia Tech

  Connie Armentrout, Monsanto

  Export Control: Susan Burkett, Carnegie Mellon
- Project Approved
- Status
  - Foreground IP Contract Accord strawman: Definition, Purpose & Principles developed
  - Export Control Contract Accord: draft stage

Next Steps & Timeline

- Export Control Contract Accord needs to be distributed to a variety of industry and university representatives for review.
- Foreground IP Contract Accord working on expectations, matrix of effective practices for specified types of SRAs

  Expected completion: March 2011

Next Contract Accords

- Non-Disclosure Agreements
- Master Agreements
- Fee for Service
- Material Transfer Agreements

Need Industry and University Co-chairs

Negotiation Workshops

Co-Chairs:

- Connie Armentrout (Monsanto)
- Sheryl Goldberg (Rutgers)

- Plans call for Medical Device session – October 2010
  - Facilitators – Medtronic and University of Michigan

TN Demo/Contract Accords Booklet

turbo NEGOTIATOR

dialogue ▸ negotiate ▸ agree

Demo for viewing

http://turbo.sitesetup.net/

Funding Webinars Project

Co-Chairs:

- Brice Nelson (Toyota)
- Don Gerhart (University of Oregon)

Committee Members:

- Nuno Vaz (General Motors)
- Lynn Truss (General Motors)
- Dawn Tew (IBM)
- Lisa Lorenzen (Iowa State University)

Funding Webinars Project

Project Status:

- Project approved Fall, 2009; initial series of 8
- Technical support provided by NCET2
- Inaugural webinar December 16, 2009

  (Kesh Nayanaran, National Science Foundation)
- Jan, Feb webinars featured NIST, NIH
- March 17th, April 21st webinars are scheduled

  (National Cancer Institute, Defense Threat Reduction Agency)
- Currently scheduling May, June, July webinars

  (DARPA, NASA, USDA)

Partnership Continuum Project

- Co-chairs:
  - Geanie Umberger (U. Kentucky) & Jeff Southerton (Pfizer)
- Project Status:
  - Approved & Active
- Timeline
  - Complete & exit Project *(i.e. realize objectives listed on next slide)* by end 2Q10.

- Progress to Date:
  - Landscape of partnerships defined & Illustrative examples captured.
  - Survey rationale, objectives & focus points identified.
- Next steps
  - Circulate partnership continuum 'landscape' document.
  - Seek feedback from UIDP membership. Revise accordingly and publish.
  - Generate a funding proposal for follow-on survey of partnership continuum.

RFP Project

- Co-chairs:
  - Wayne Watkins, University of Akron
  - Robert Gruetzmacher, DuPont (*Rutgers*)
- Project Status:
  - Approved & Active
- Timeline
  - Survey Release
    - Survey is 99% there
    - Draft text of appropriate email header
    - Figure out how to engage LES and IRI as respondents
    - Send initially to UIDP membership, then LES and IRI—April 1, 2010
  - End date for survey—May 1, 2010
  - Collect and digest results, tabulate examples—Complete June 1, 2010
    - Develop report and presentation
    - Decide where to go from there

Early-Stage Technology Commercial Assessment Project

Co-Chairs:

- Michael Nichols (University of Missouri System)
- Rebecca Poon (Industry)

Committee Members:

- William E. Gathings (The University of Alabama)
- Jeong Han Oh (Syracuse University)
- Dennis Atkinson (University of Southern California)
- Beth Stark (Pfizer, Inc.)

Early-Stage Technology Commercial Assessment Project

Committee Members:

- Chris Silva (Allied Minds, Inc.)
- Jennifer Murphy (George Mason University)
- Diane McLean(University of Alaska - Fairbanks)
- Daniel Behr (Harvard University)
- M. Guven Yalcintas (State University of New York)
- Carey Novak (University of Kansas)

Early-Stage Technology Commercial Assessment Project

Project Status:

- Project Charter submitted for approval
- Phased project plan under development
- Evaluation of web-based tools for early-stage technology valuation and screening (started)

Potential Phase I Actions:

- Survey to establish current / best practices
- Gather information on custom tools
- Create cost benefit matrix for commercial tools

Timeline: 3 – 4 months depending on resources

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.

Accelerating Innovation:

System-level Strategies for University-Industry Collaboration

The Fall 2010 meeting of the University-Industry Demonstration Partnership (UIDP) will highlight broad-based strategies where corporations, universities, government agencies and others are combining efforts to foster innovation. A featured initiative will be the collaboration between the 17 public institutions of the University of North Carolina and IBM to create and advance new approaches to innovation development and transfer. Join us to learn more about this and other unique partnerships and shared visions for accelerating economic and social impact.

University-Industry Demonstration Partnership Meeting

October 4-6, 2010

in Charlotte, North Carolina

Lead Hosts:

The University of North Carolina

IBM

http://sites.nationalacademies.org/pga/uidp

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IBM

UNC CHARLOTTE

Unlimited Possibilities
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