

FUNDING OPPORTUNITIES

Industry Funding

NSF Minority Development Workshop

Adin Mann

23 March 2010



Consider

- Company have well defined needs
 - Deliver **as defined** and **on time**
- Academic credentials may not mean much
 - And work may not build academic credentials
- Intellectual property **WILL** be an issue
 - COMPANY – its ours – we paid for it
 - UNIVERSITY – its ours – we did it
- Select students carefully



It's a Relationship

- Develop slowly and carefully
- Listen Listen Listen
- Deliver on schedule
 - Reports are not just paperwork to release funds
- Goal is to be seen within the organization



Funding Developed in Stages

- Initial short term contracts focus on their needs
 - can be delivery based work not basic research
- Longer term projects after you develop a reputation to deliver
 - Company understands relationship of your capability to their needs
- You are “there” when you are helping define the directions of the work that they fund



Intellectual Property

- Provide boiler plate IP agreement while negotiating technical content and budget
- Be careful what work is promised
 - IP can be avoided
- Work with technical counterpart in company to pressure both sides
- Timeline for grants and contracts may not exist – agreement may be all that matters



Be Prepared

- Relationships take time to develop
- Some work may not impress academic colleagues
- Contract negotiation can get messy with IP
- Work needs to be delivered on schedule
 - Select students carefully

