Strategic Research Collaboration

Office of Industry Collaboration
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Research is inseparable from Tech’s public purpose and mission

Vision: To define the technological research university of the 21st century

Mission: Georgia Tech will realize its motto of “Progress and Service” through effectiveness and innovation in teaching, learning, research advances and entrepreneurship in all sectors of society

“Georgia Tech is and must remain a leading research university in order to fulfill its mission” Dr. Bud Peterson, President

“We exist to educate students within the framework of research and discovery that defines a research university of our caliber and all we do must ultimately support this mission…. Our goal for industry funded research should be to expand it to 25% of our research funding within 5 years.” Dr. Rafael Bras, Provost

“Georgia Tech is one of a handful pre-eminent research universities that can be equally focused on outstanding scholarship and on facilitating economic and societal benefit from our research….Our goal for industry support should be to double industry funding of research over the next 5 years.” Dr. Steve Cross. EVPR

Georgia Tech Leadership Off Site, August 12, 2014
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
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Responding to Industry Expectations

- 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
Industry collaboration with Tech’s research mission takes many synergistic forms

- Master sponsored research contracts
- Research center memberships
- Innovation exploration (ideation workshops, focused seminars)
- Innovation acceleration (product concepts, pilot development)
- IP commercialization
- Collaboration in public-private research centers
- Use of specialized facilities and equipment
- Students engagement & recruitment
  (interns, co-ops, recruiting, fellowships, challenge grants, capstone projects,)
- Institute support (endowed chairs, equipment/in-kind donations)
- Faculty consulting
- Co-located corporate innovation centers
Tailored collaboration: Initial Considerations

• What are your top innovation priorities; both long and nearer term?

• How can you best capitalize on external science & technology resources to advance your innovation strategy?

• What factors are most important to you in identifying and selecting external collaboration sources?

• What are the top priority roles and outcomes you envision for university collaborations?

• What factors are most important to your company in selecting a university for collaboration?

• What time frames do you require for external collaboration?