



University Industry
Demonstration Partnership

Industry University Collaborations Matter

Building Sustainable Partnerships

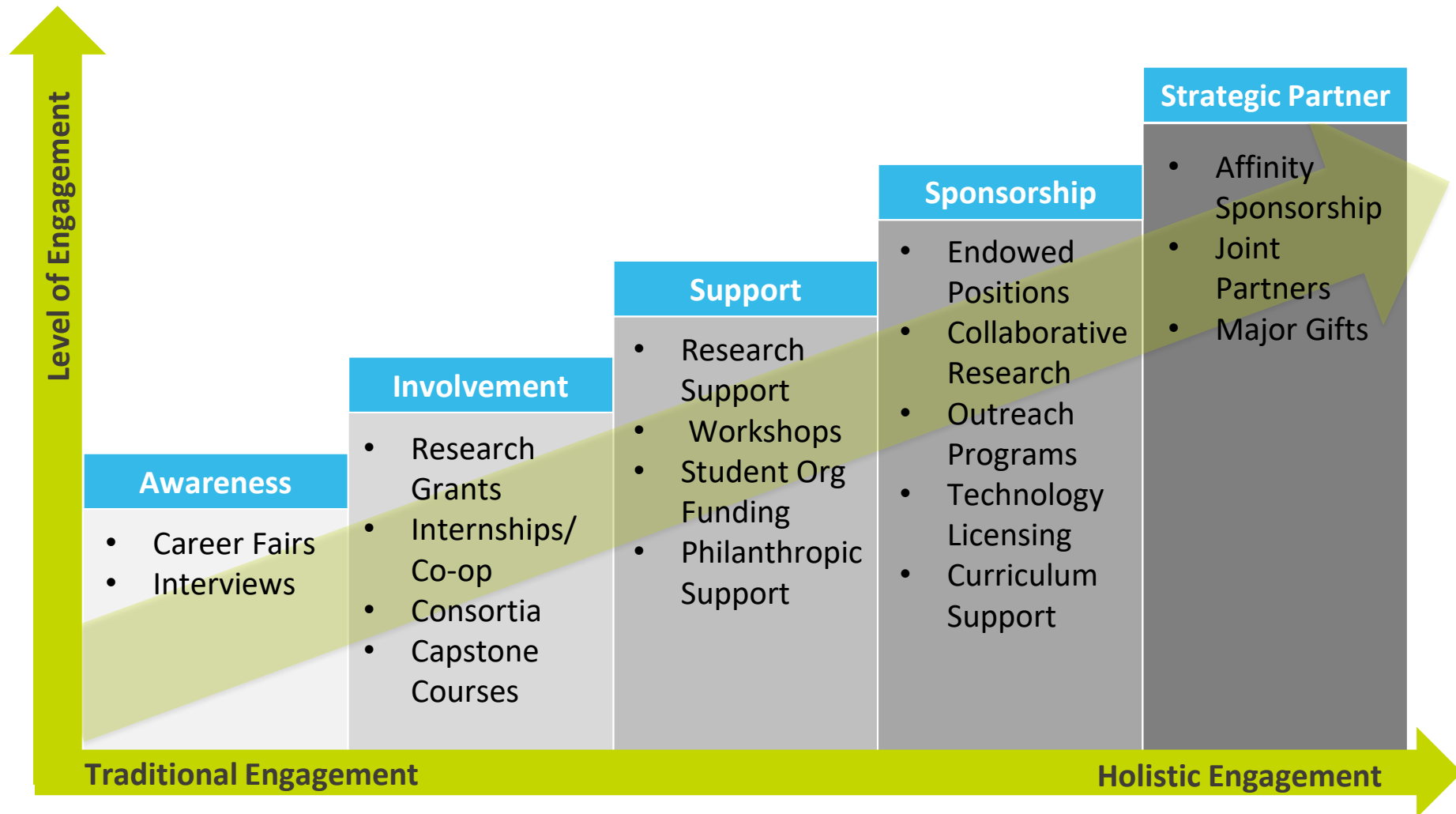
March 12, 2018
ASEE ERC Meeting
Arlington, VA



U-I collaboration poses challenges and opportunities



How do you measure ROI from a partnership?



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University-Industry Relationship Continuum



Company R&D strategy – often turbulent



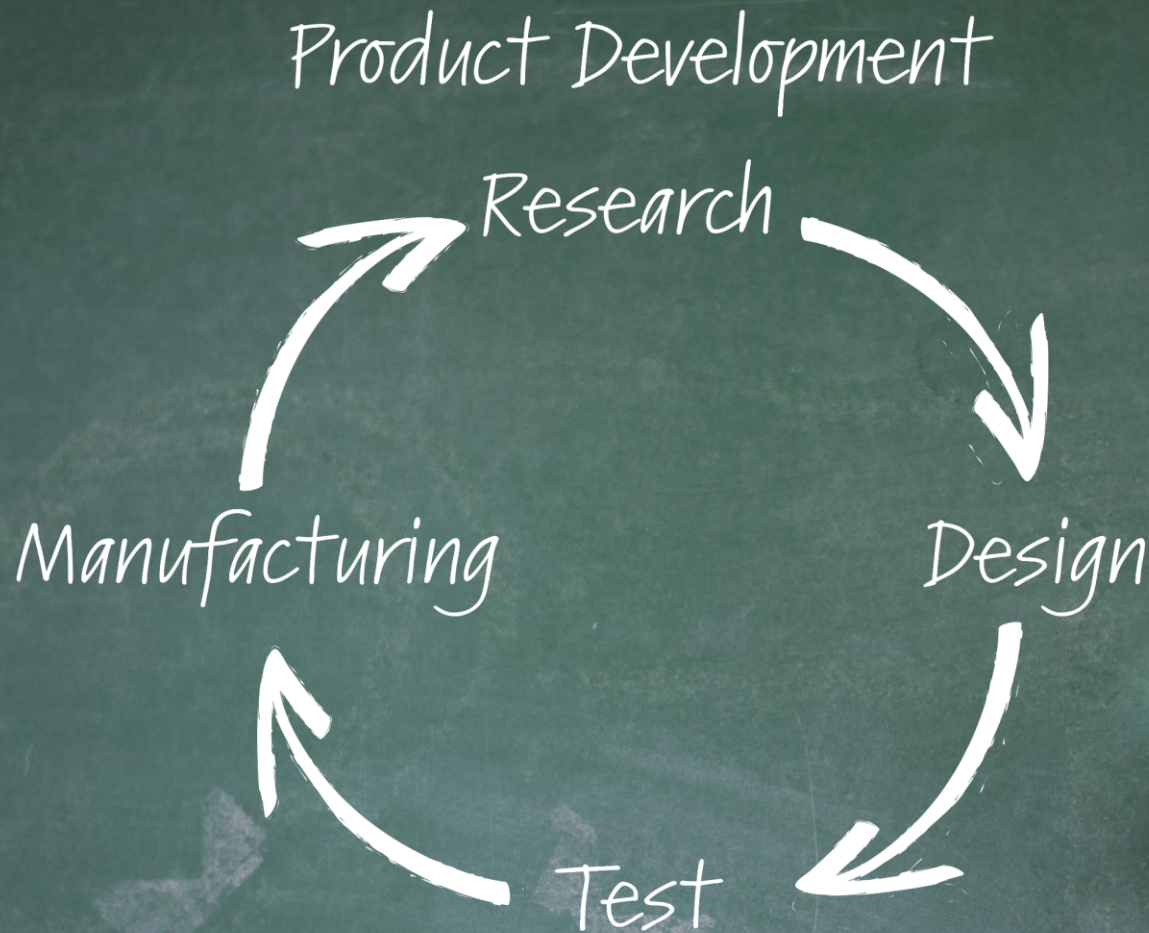
We spend too much time worrying about things that are unlikely to happen



Students, not patents, are the greatest
source of technology transfer



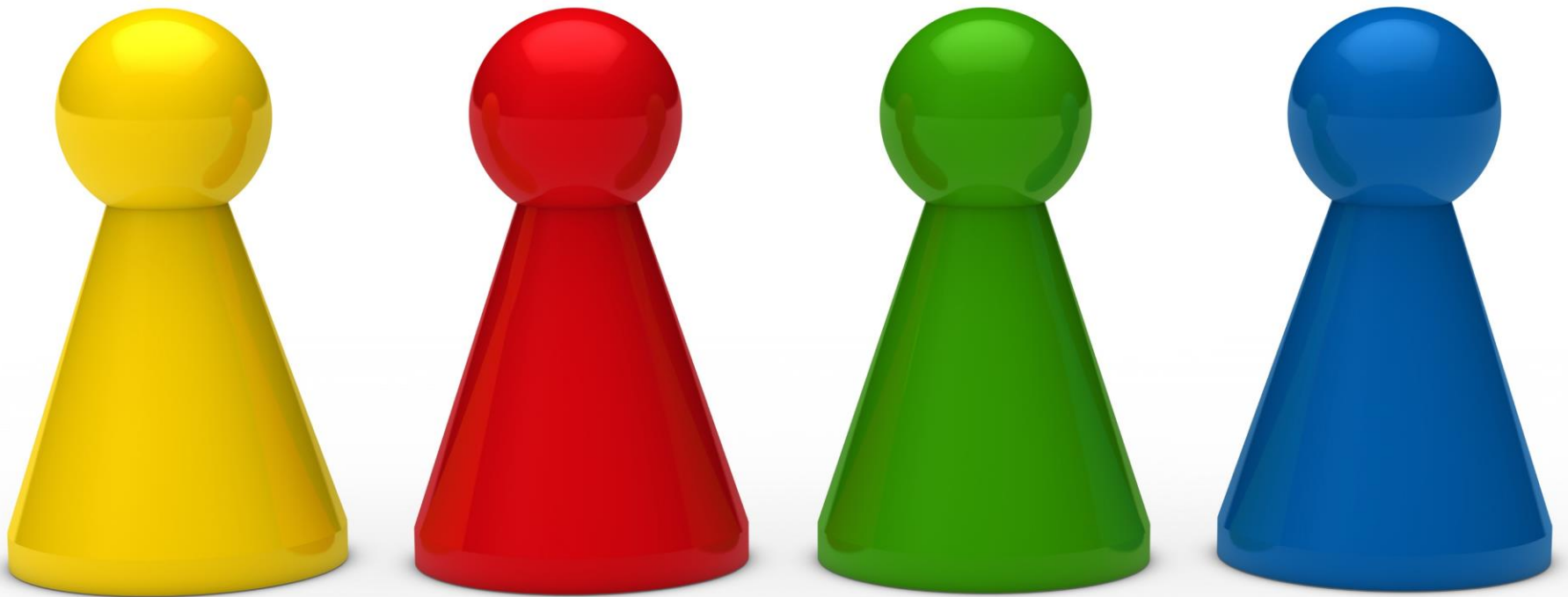
Universities perceived as vendors
and much work is transactional



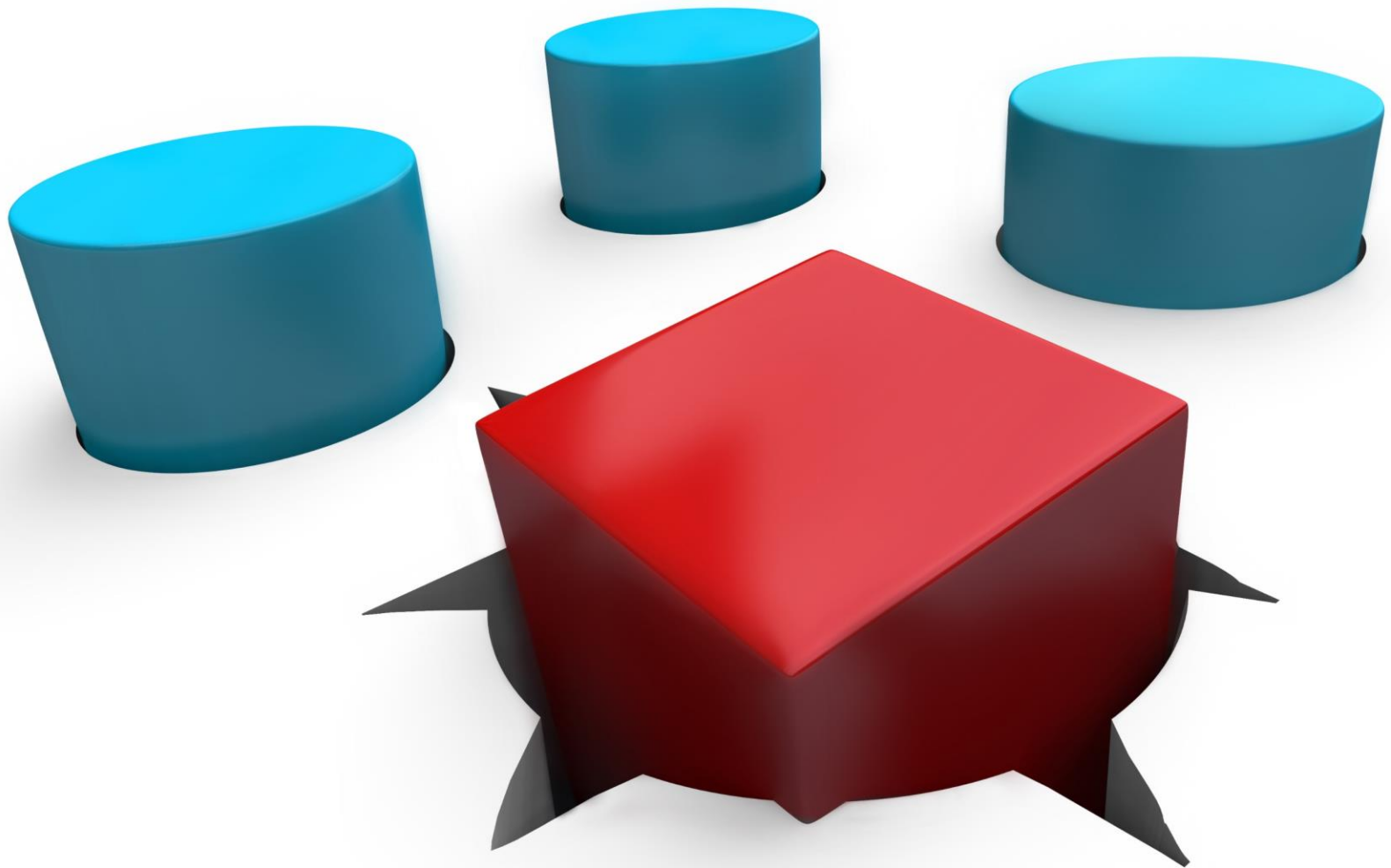
Universities don't create products. They serve as catalyst for product development



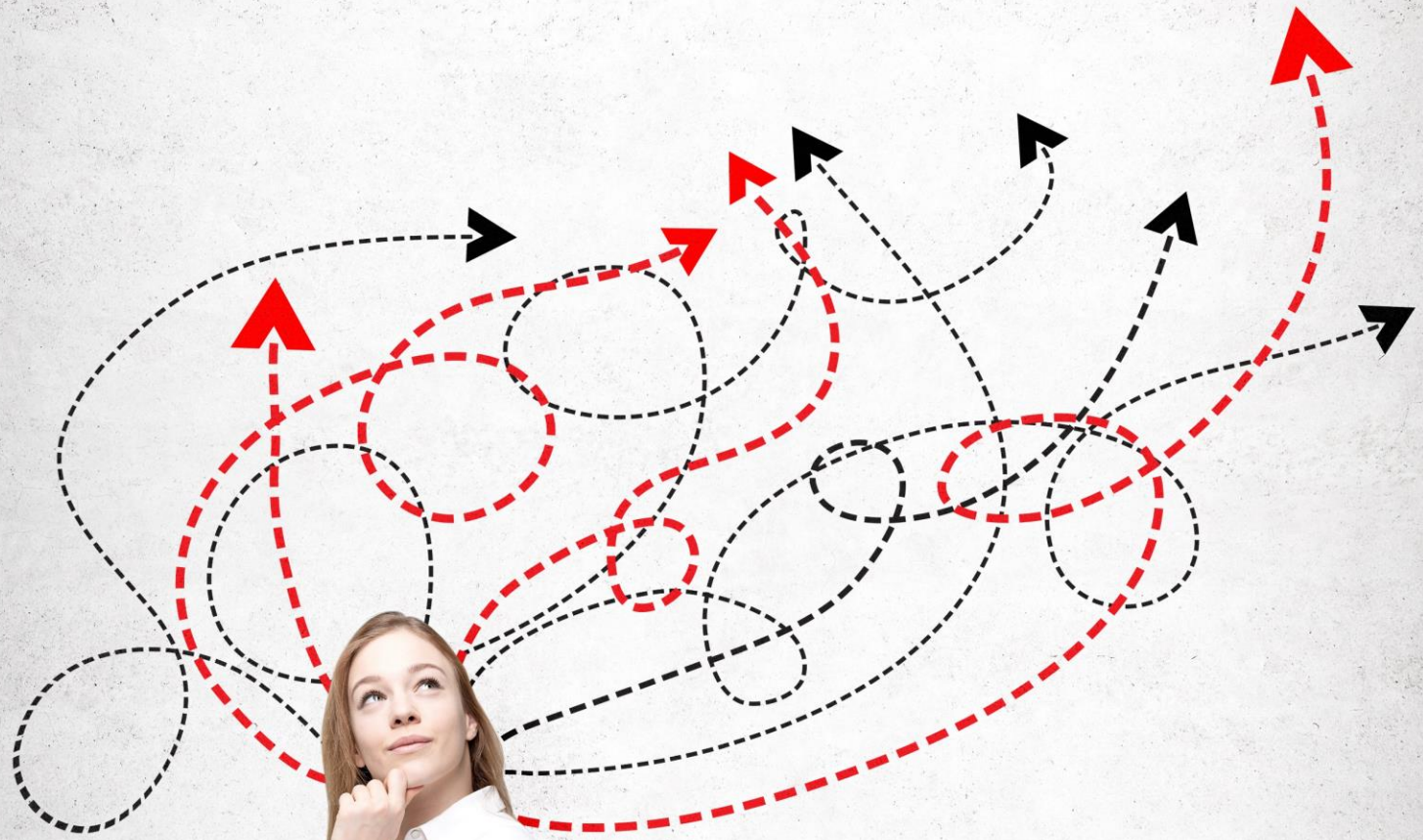
Companies have to think globally



Positioning yourself to maximize collaboration



Develop a realistic identity



Expand your approaches to partnering



Questions

What is your university's identity and philosophy when it comes to working with industry?



University Industry
Demonstration Partnership

Thank you

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