

Developing Industry Collaborations at NC State



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INDUSTRY ALLIANCES

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Outline

- Who are we and what do we do?
- Why do we matter to you?
- How do we compare?
- Where are we going?
- How will get there?

Industry Alliances

Serves as the “front door” to the University for industry

Core Mission:

Facilitate Increased Industry Sponsored Research



Industry Alliances

Business development function for the research enterprise working closely with faculty and staff to:

- Identify and expand partnerships
- Create customized collaborations
- Match expertise with partner needs
- Market the University's capabilities
- Facilitate engagement process

Inquiry  agreement  retention  growth

Industry Alliances

Activities

Inquiry fielded and lead handed-off

- General Cable Corp (COE)
- Advanced Control Systems (FREEDM)
- Vertellus (COT)
- Bayer Crop Science (CALS)
- The Concrete Countertop Institute (CFL)
- Yates (Career Services)
- Tethis (NC State start-up made ReachNC inquiries for faculty contacts)
- Shawmut Corp (COT)

Industry Alliances

Activities

Select Prospects

- Energizer
- Qualcomm
- PepsiCo
- MetLife
- Mann and Hummel
- Samsung/Cheil Industries
- Merck

Industry Alliances

Activities

Stewardship of **Strategic** Partners

- Eastman
- Nike
- SAS

Strategic Partnerships

Each one is unique

Multiple university units involved in structuring the overall engagement



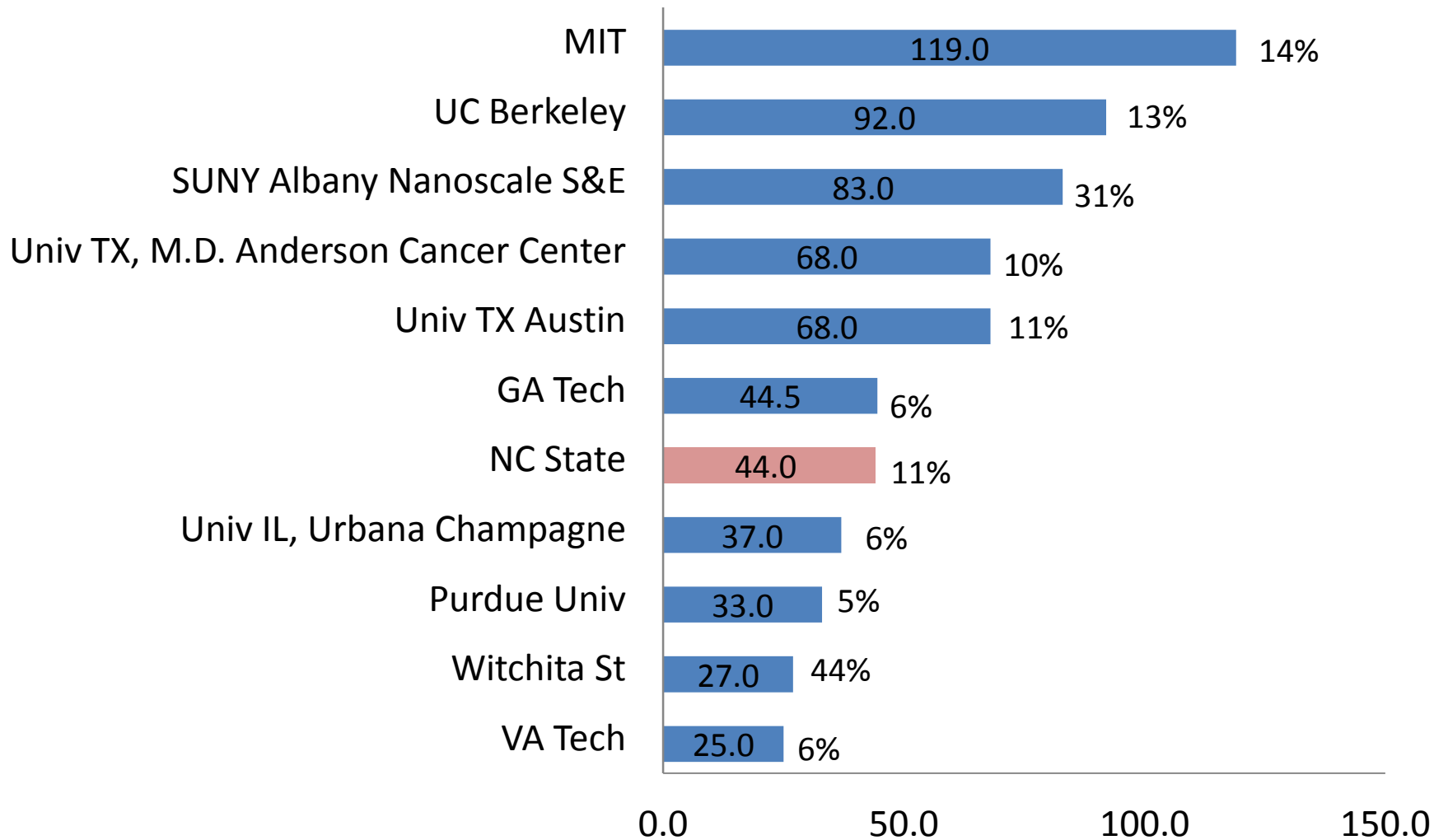
Strategic Partnership Considerations

- Fit
- Purpose
- Commitment & Longevity
- Impact
- Existing Relationship
- Unique Benefits



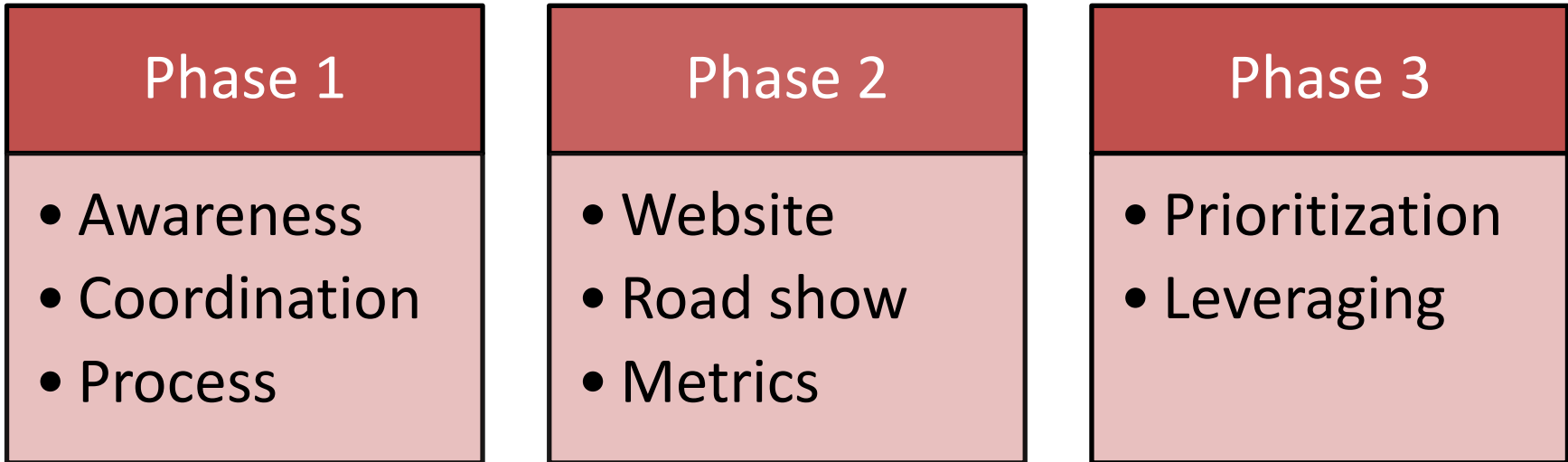
Industry Sponsored Research and Development

(\$ Millions and % of total Expenditures at Universities w/o Med Schools - NSF 2012)



NC State Industry Partnerships

How we get there?



Industry Alliances

Brian Smith

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Strategic Partnership Terms

Developed to reduce uncertainty related to sponsoring academic research.

- Pre-paid engagement fee at 10% of the sponsored project contract or \$15K, whichever is greater.
- Non-exclusive, royalty-free commercial license granted.
- Option granted to an exclusive license (with right to sublicense) with the following pre-set terms: No license fee, minimum annual royalties or other fees.
- Licensee pays a pre-determined royalty on net sales (royalty “holiday” provided until a significant commercialization threshold is established).
- University retains publication rights and non-exclusive license for research and educational purposes

NOTE - *Eligibility for Strategic Partner agreements terms is at the discretion of the VC ORIED*

Trends in Sponsored Awards by Sponsor Type (FY2007 to FY 2014)

