

innovosource

Shape the Future

**Perspectives from industry leaders:
Understanding the university-industry relationship**

OPTIMIZING

UNIVERSITY-INDUSTRY

RELATIONS

Perspectives from the industry on:

Keys to identifying potential university partners

Points of entry into the university environment

Return on engagement related to R&D and innovation

Inhibitors to forming university relationships

How companies are structuring themselves to work with universities

OPTIMIZING

UNIVERSITY-INDUSTRY

RELATIONS

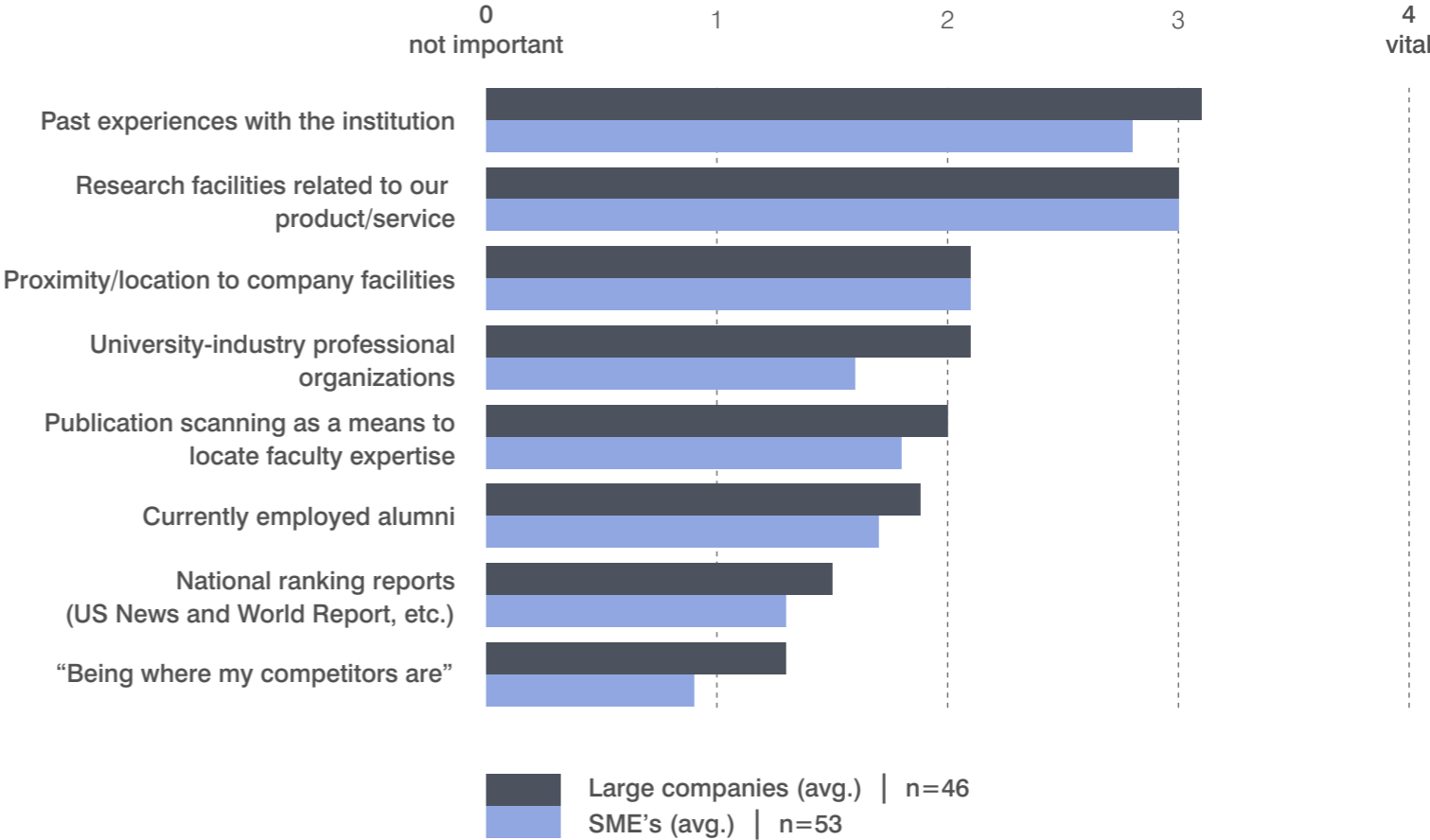
Survey participants:

- **102 leaders of high-tech companies**
- **18 industries represented**
(46% large sized, 54% small to medium sized)

IDENTIFYING OPPORTUNITIES

The first force in any business relationship is attraction; therefore, a vital part of any assessment is to understand why one partner chooses the other. The opportunity is to increase appeal by positioning products and services as an attractive solution to an identified or anticipated need.

When identifying universities to form a relationship with, how vital are each of the following in directing your strategic decision?

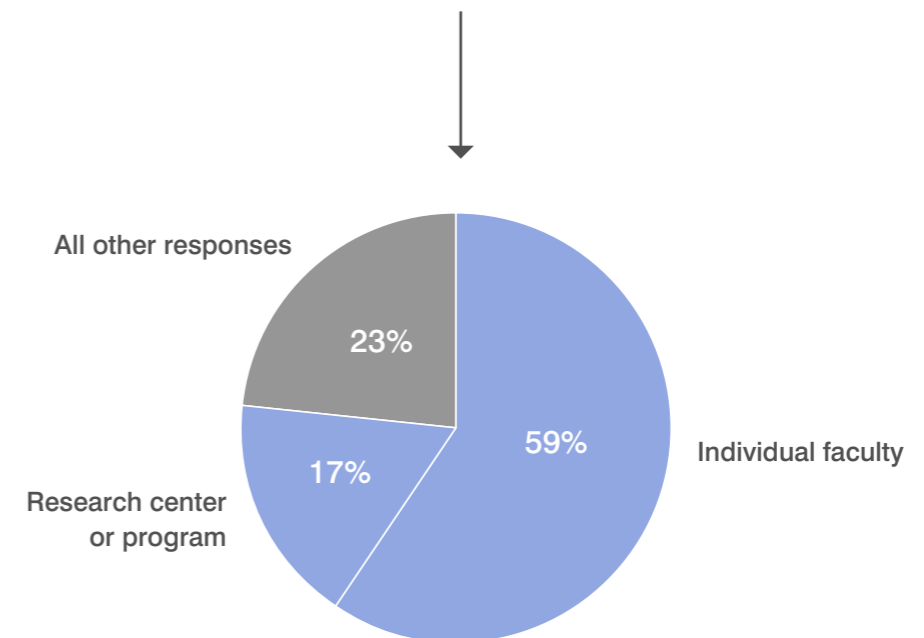
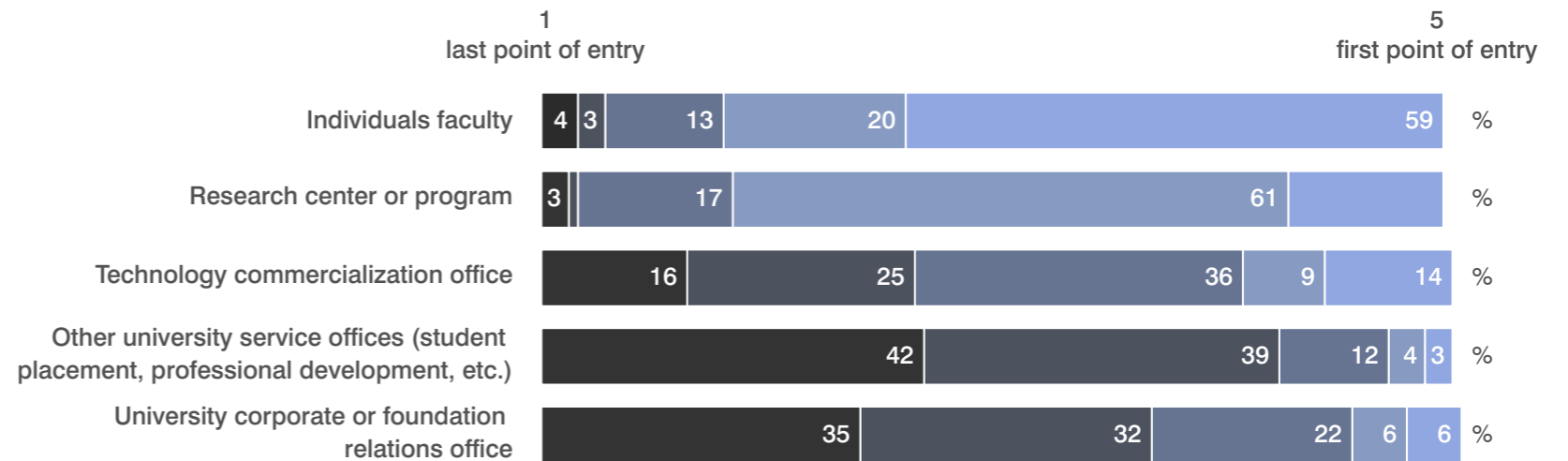


POINTS OF ENTRY INTO THE UNIVERSITY ENVIRONMENT

Next, comes the approach.

Preparing for the introduction is based on understanding the circumstances of the initial contact.

When approaching a university, what is your typical entry point?
Please rank in terms of your historical method.

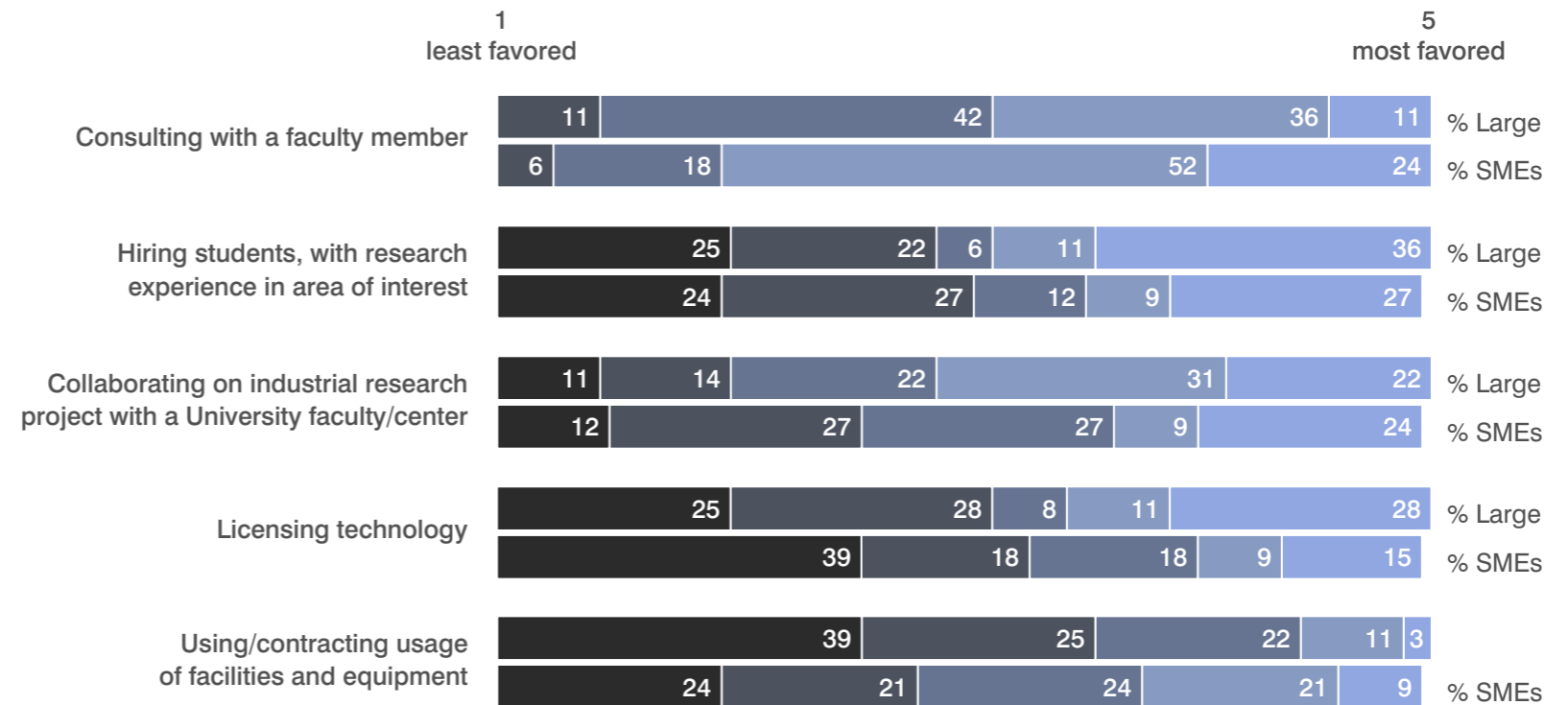


Responses rated as 'First point of entry' (5)

REALIZING VALUE

Once engaged, it is important to understand what the other party views as the most valuable in terms of return on relationship investment (\$\$,time, growth). If mutually beneficial, these can serve as the basis for a strategic short-term, or long-term relationship.

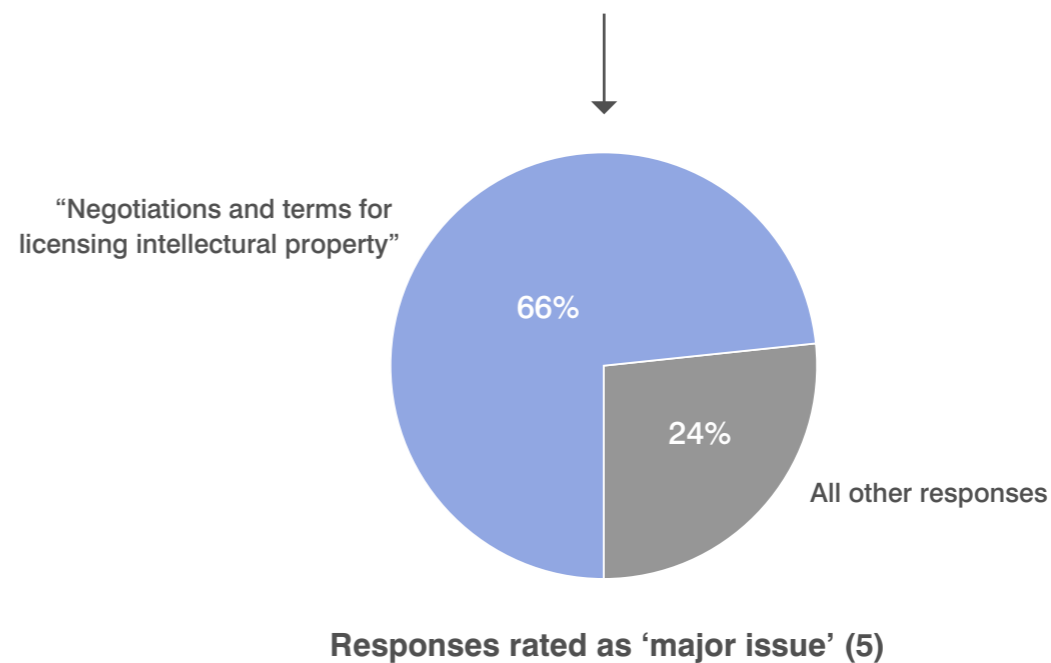
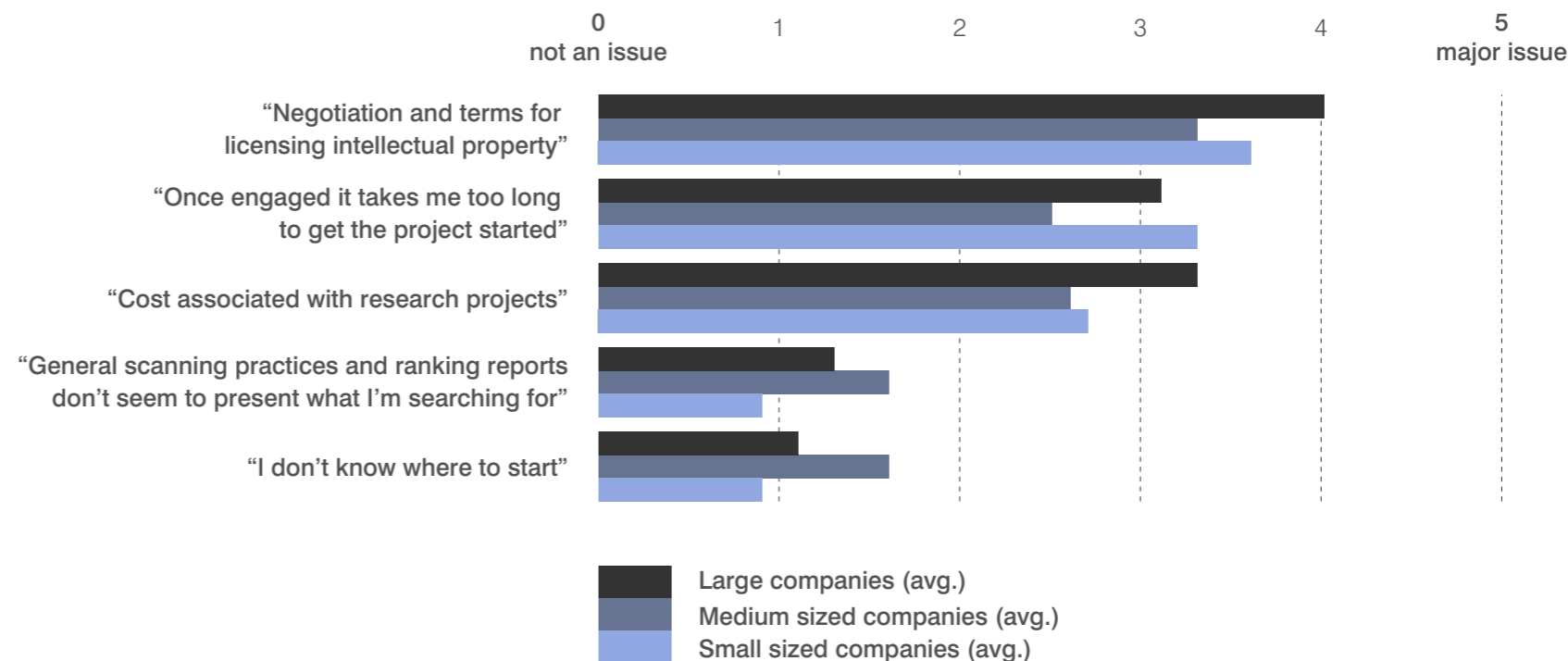
Please rank the following moves in terms of most valuable payoff relative to improving your company's products and innovating new technology (5, most favorable)



INHIBITORS TO FORMING RELATIONSHIPS

Where possible it is important to identify constraints or inhibitors to the relationship, and work to mitigate or relieve their impact.

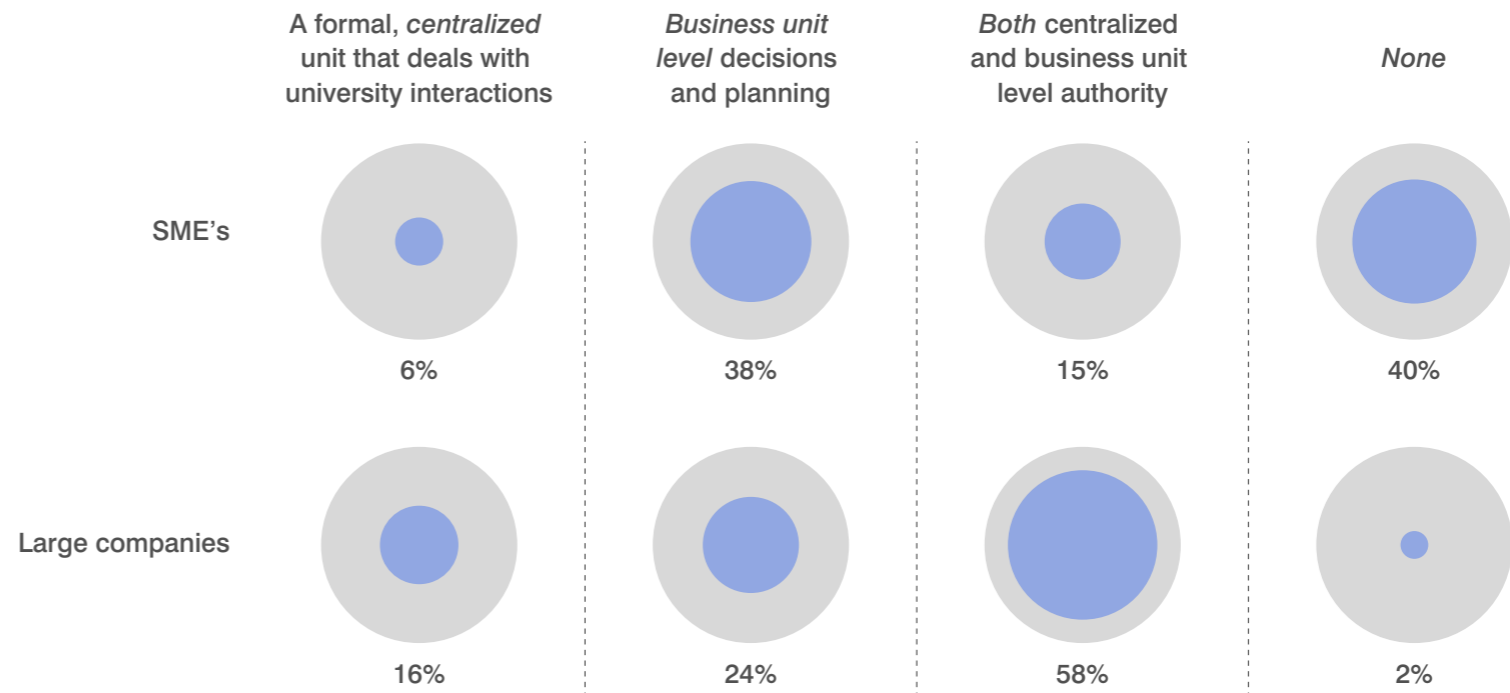
Please rate the following in terms of inhibitors in forming relationships with universities.



HOW INDUSTRY IS STRUCTURING ITSELF TO WORK WITH UNIVERSITIES

A strategic and coordinated approach displays an understanding and respect for the other organization. This information is paramount for prospecting, marketing, and engaging partners, and ultimately increases the efficiency and opportunity for a relationship

Please choose the structure that best describes your company's approach to incorporating research universities into your innovation strategy



- Centralized:** One unit is responsible for most university R&D and innovation interaction
- Business-unit level:** Decentralized unit level decision making out of research or technology intensive business groups
- Both:** A central unit and decentralized decision making capability
- None:** Do not incorporate universities into innovation planning/Other



innovosource is an awareness and disruptive strategy firm that works with research universities and their key innovation partners (high-tech companies, early stage investors, and advanced government agencies) to develop new opportunities for interaction.

Feel free to share this with others in your organization that might be interested.

We will be releasing the full report in November.

Contact us at connect@innovosource.com