

# Research Funding from Industry

[www.scotskills.com](http://www.scotskills.com)

*The best way to predict the future is to invent it*

Alan Kay

# Not today...

- Licensing IP
- Formal KT/KE opportunities
- Startups/ spinout formation



# Context: Academe vs. Industry?

## ■ Differences

- *curiosity- rather than goal-driven urgency (\*Alfred Mann \$100M)*
- *IP defence vs publication*
  - (but 'open innovation' helps)
- *'Industry' is like 'Africa'*



# Academe vs. Industry?

## ■ Similarities

- *RC funding increasingly about*
  - 'deliverables', project management, impact
  - *complex web of cooperation/competition*
  - *commercial pressure: more people than jobs*
- So, hybrid research careers



# Tips 1

- Only certain companies really 'get' research
  - *pharmas, advertising, aerospace* → *risk prone*
- Research offers **long-term** competitive advantage
  - *new, interesting, true...and profitable*



# Tips 2

- Exploit contact networks (Prof. Societies, KTNs, Lab sponsors etc)
  - *known* → *safe pair of hands*
  - *offer to write proposals/ do legwork for other teams*
  - *research business-relevant research issues*
  - *what TRL are you thinking of?*
    - 1=R \_\_\_\_ 4=D \_\_\_\_ 7=manufacture
- Develop consultancy with companies first
  - *don't promise short circuits or cherry picking*
  - *don't compete with supervisors*



# Tips 3

- Grant 'leverage' (or FEC too high)
  - *51 opportunities on [www.researchresearch.com](http://www.researchresearch.com)*
    - EPSRC, TSB, BERR, DIUS...
    - + International opportunities\*
- Eventually, develop multi-party consortia



# Summary

- Limited 'pure' jobs --> hybrid careers
- Industrial + Academic research contexts
- Focus on research-led companies' aims
- Get known and trusted
- Do the legwork/homework
- Make the case for long-term wins



# Contact and follow-up

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- Good luck and thank you

