BRIDGING WORLDS

Building sustainable partnerships with companies

Office of Corporate Engagement
Research and Innovation
Cornell University

Key Points for Today

1) Quick overview of the Office of Corporate Engagement
2) Getting started – Engaging with Industry
3) Setting mutually beneficial expectations
4) Leveraging Cornell and external resources
5) USICA and Innovation Hubs

Office of Corporate Engagement Mission

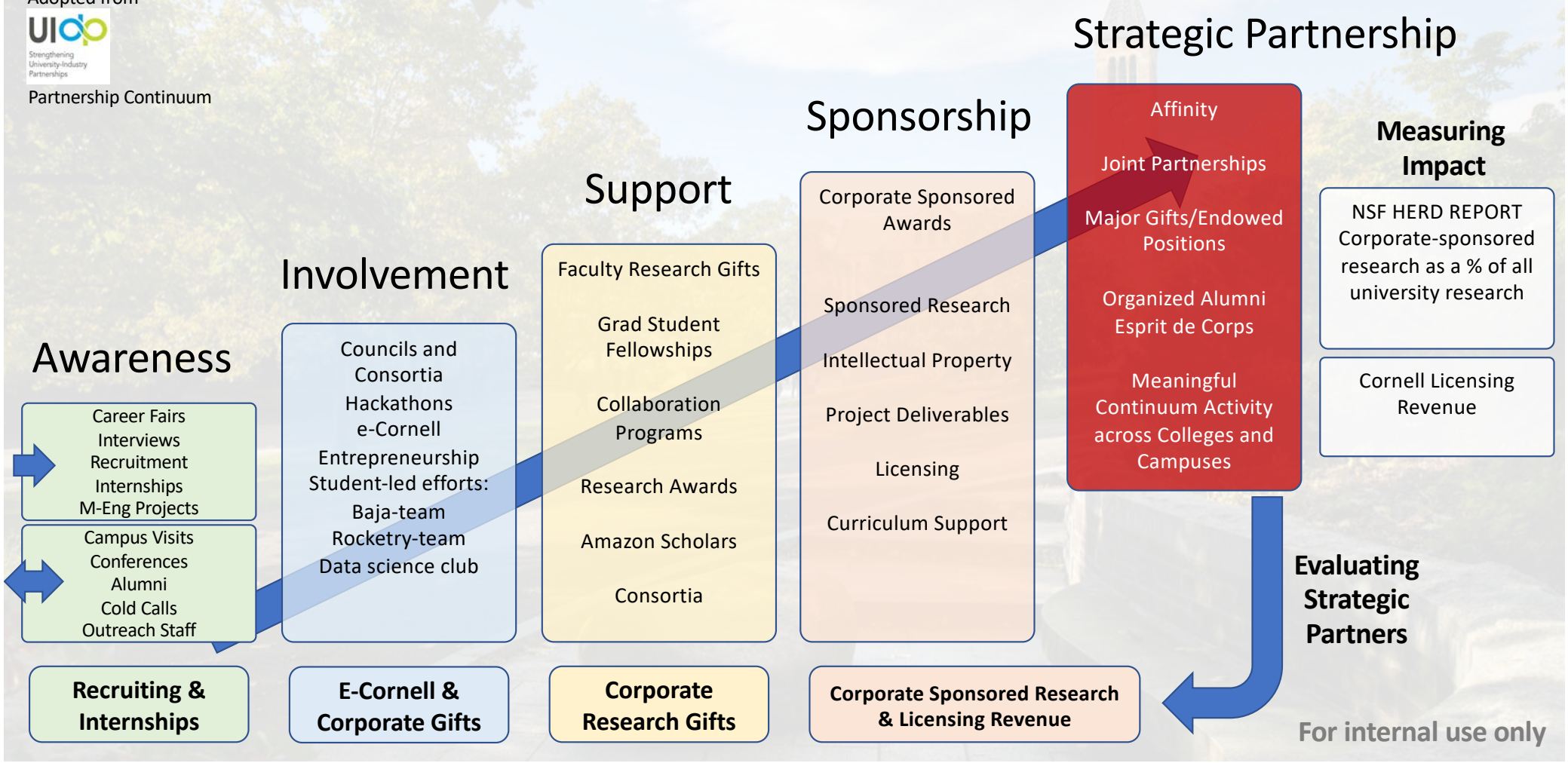
1) Track, lead and grow university strategic corporate relationships
2) Lead, support and grow lab-to-market pathways through grants, centers and innovation hubs
3) Expand resources for faculty building lasting corporate research partnerships
4) Grow corporate engagements via expanding support of campus outreach staff

CornellResearch

Defining The Cornell Corporate Engagement Continuum

Ithaca, AgTech and NYTech Campuses

Adopted from UIDP Strengthening University-Industry Partnerships Partnership Continuum



For internal use only

CornellResearch

Tracked Corporate Strategic Partners (Ithaca, AgTech, and NYTech)

Tech Companies

amazon

facebook

Google

Microsoft

Physical Science Companies

CORNING

General Electric

IBM

MERCK

SAMSUNG

Life and Veterinary Science Companies

BASF
We create chemistry

MARS

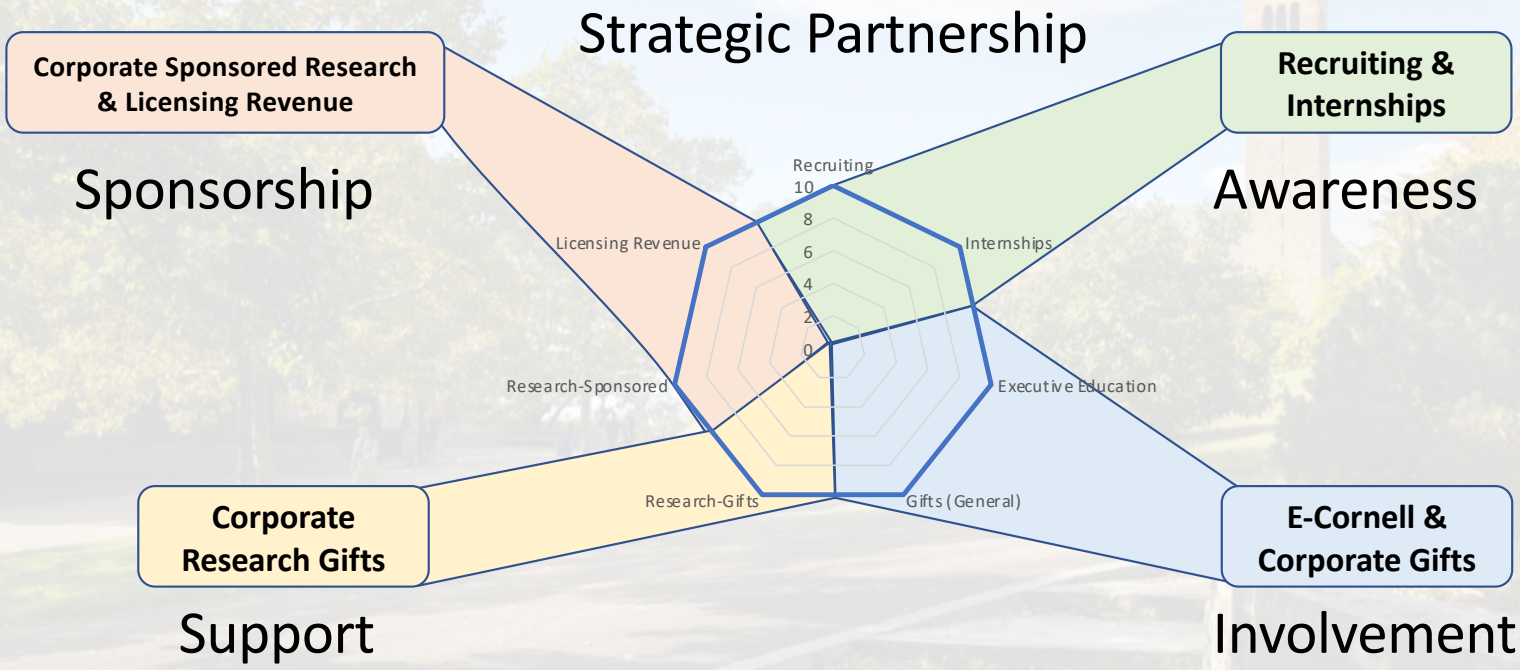
Nestlé

PEPSICO

zoetis

Corporate Interaction Summary – Spider Charts

Spider Charts Highlight the Engagement Profile of Our University Strategic Partners

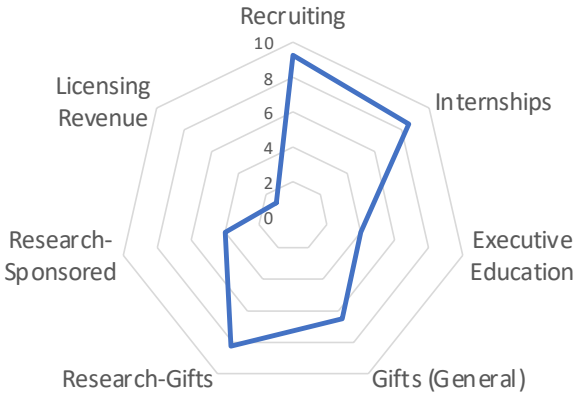


A perfect "10" in all categories (blue line) represents a top score

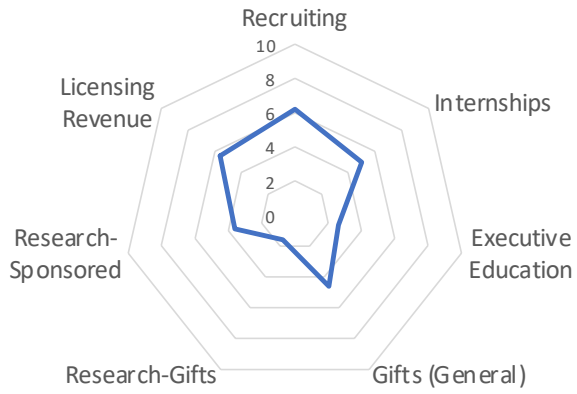
Rankings use FY16-FY20 data for all other than executive education which is FY20 data only;
1-10 ranking assessed against all activity in respective theme

Corporate Strategic Profiles – Tech Companies

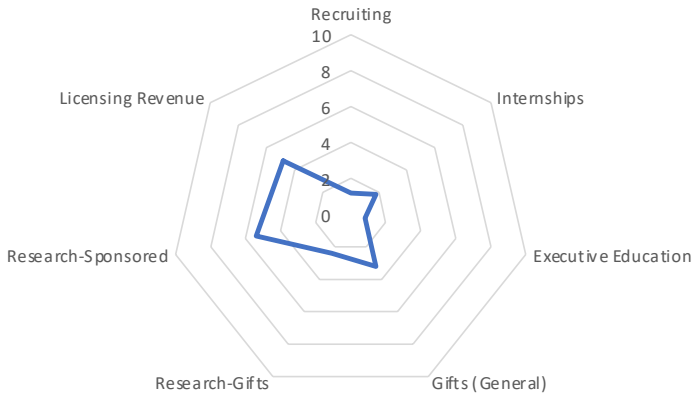
Top Tech Companies Combined



Top Physical Science Companies Combined



Top Life and Veterinary Science Companies Combined



Rankings use FY16-FY20 data for all other than executive education which is FY20 data only; 1-10 ranking assessed against all activity in respective theme

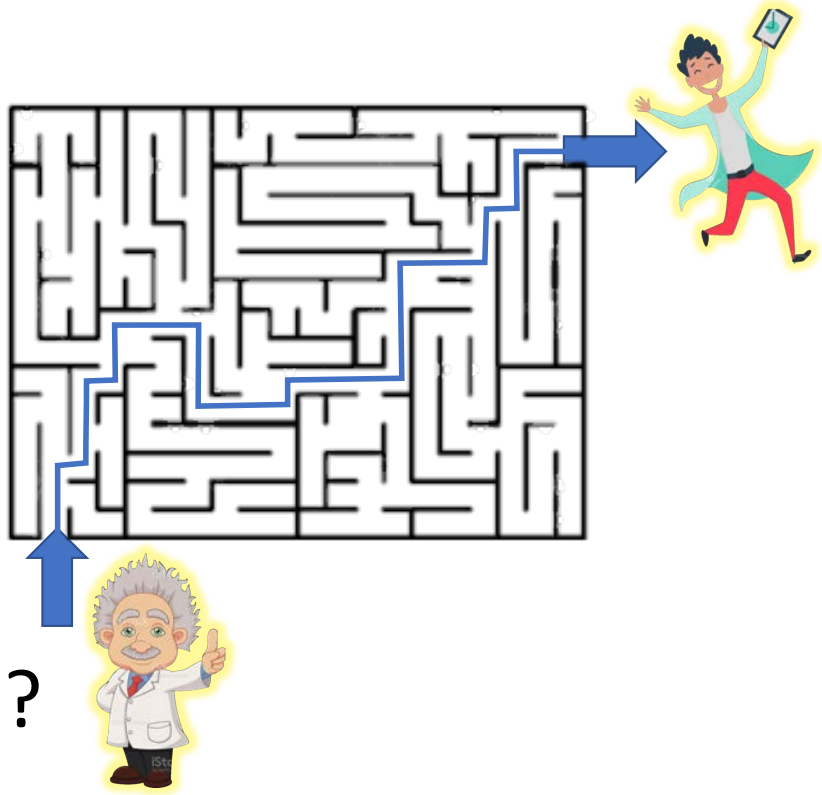
Engaging with Industry:

Getting started

Who are you working with?

What do you want to accomplish?

People and resources to help you get there



Engaging with Industry: Getting started

Many reasons to work with companies:

- Diversify your funding sources
- Staying connected with lab alumni
- Seeking partnerships for large federal grant opportunities.
- Building relationships and potential connections with potential employers of your lab graduates
- An outreach staff member contacted you with a company interested in your work
- Provide students who work on company-sponsored programs valuable experience and career opportunities
- Moving an innovation or idea from your lab towards commercialization

Engaging with Industry: Who are you working with?

Companies are as diverse as our faculty

- Has the company worked with Cornell before?
- Are they a strategic partner?
- What is the company experience in working with universities?
- What are their expectations?

Engaging with Industry: What do you want to accomplish?

"Let's get an NDA in place"

Many companies will not want to divulge sensitive information without a Non-Disclosure or Confidentiality agreement in place.

Depending on what the interest is, this document may need up front negotiation to achieve the needs of the university and the company.

When to think about Export Control?

Short Answer: **Now if not sooner**

Export Control Laws are a set of federal regulations that restrict the release of certain items, information and software to foreign nationals in the United States and abroad. Compliance with export control laws is the responsibility of all Cornell personnel.

General NDA's:

Office of Sponsored Programs

NDA's for existing Cornell IP:

Center for Technology Licensing

University Export Control

Engaging with Industry: What do you want to accomplish?

Is it a research gift or a sponsored research contract?

Corporate Research Gift **Or** **Corporate Sponsored Research**

There are times when a corporate gift in your research lab is the best path forward. The research gift must align with university policies regarding gifts.

It is **not a gift** if the project includes any of the following:

- Access to proprietary data
- Pre-publication access to information
- Licenses/access to IP
- Scope of work, budget, or period of performance
- 'Deliverables'

Engaging with Industry: What do you want to accomplish?

Is it a research gift or a sponsored research contract?

Corporate Research Gift

Or

Corporate Sponsored Research

Involving your respective Grant and Contract officer sooner rather than later best sets the right expectations and aligns for simpler negotiations/efficiency

GATEWAY to Partnership

The program streamlines negotiations for sponsored research agreements by addressing subsequent licenses, technology development and commercialization.
Requires PI approval

ignite
Cornell Research:
Lab to Market

- Acceleration of technologies:
  - Licenses
  - Startup
  - Partnership
- Up to $50K, 12-month project
- Grant to lab.

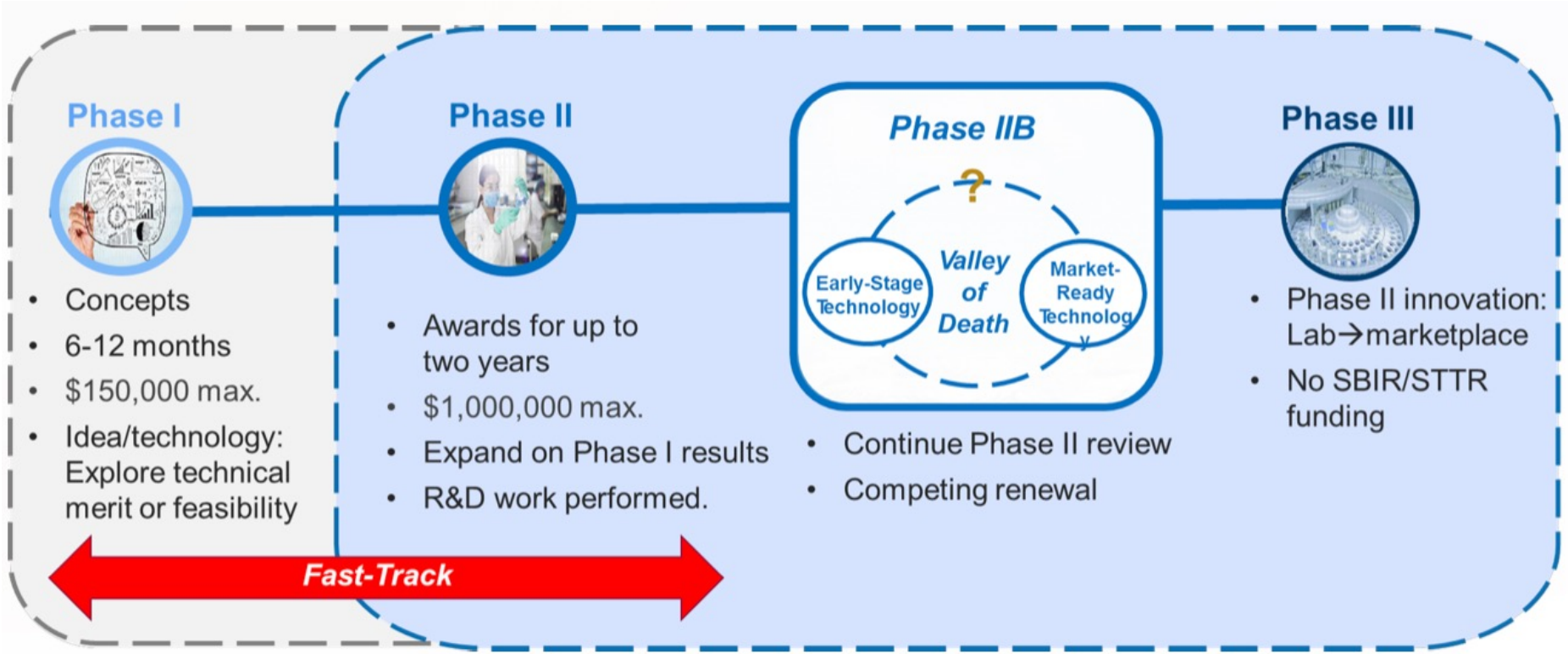
Open Application for the Fall cycle of Ignite Innovation
Application Period Opens: November 3, 2021
Application Deadline: December 10, 2021 at 5:00 PM
Presentation Day: January 2022
Webinar Info Session #1: November 15, 2021 at 12 pm ET.
Webinar Info Session #2: November 19, 2021 at 12 pm ET.

Research

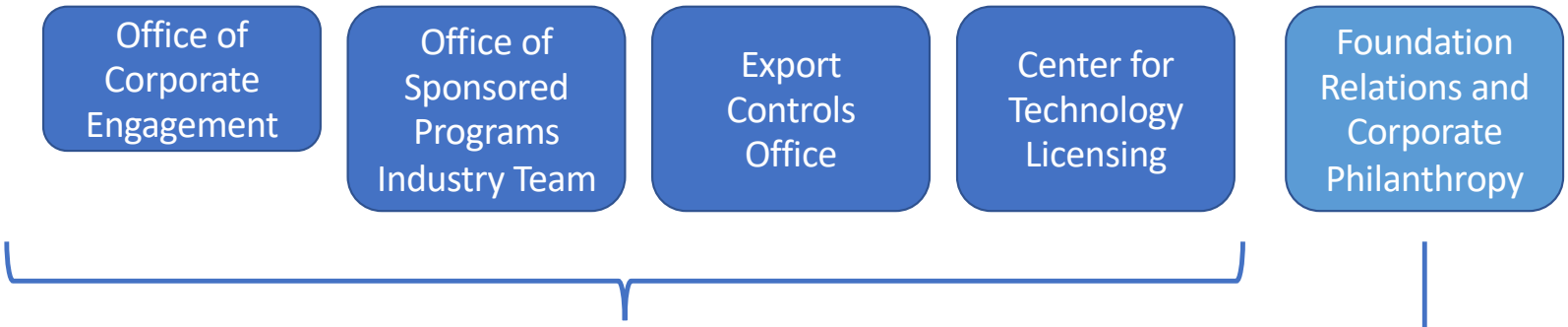
Corporations / Startups

SBIR/STTR: Grants for working with startups and small business

SBIR.gov



University Resources:



https://researchservices.cornell.edu

https://giving.cornell.edu/ways-to-give/corporate/

USICA / Innovation Hubs:

- Creating of the NSF Directorate for Technology, Innovation, and Partnerships
  - "serve as a cross-cutting platform that leverages, energizes, and rapidly brings to the market and to society the innovations that result from **all of NSF's investments**."

- Will create and fund regional innovation hubs
  - *use-inspired basic research*
  - *lab-to-market pathways*

- AFRL example

Innovation Hubs

The Research Areas for Innovation Hubs include:

- Artificial intelligence, machine learning, and other software advances
- High-performance computing, semiconductors, and advanced computer hardware
- Quantum computing and information systems
- Robotics, automation, and advanced manufacturing
- Natural and anthropogenic disaster prevention or mitigation
- Advanced communications technology
- Biotechnology, medical technology, genomics, and synthetic biology
- Cybersecurity, data storage, and data management technologies
- Advanced energy, batteries, and industrial efficiency
- Advanced materials science, engineering, and exploration relevant to the other key technology focus areas.

USICA / Innovation Hubs:

- Currently seeking proposals for $25k planning grants to build partnerships and plan for hub applications
- Proposals accepted through December 15, 2021
- Awards anticipated January 15, 2021
- Further information available on OSP website

CornellResearch

University Corporate Engagement

Contact:
Patrick Govang
Interim Director
Office of Corporate Engagement
pjg26@cornell.edu
(607) 254-2330

Non-Financial Agreements

(Industry team is responsible for all MTA, NDAs, DUAs)

- Material Transfer Agreements (MTAs)
- Non-Disclosure Agreements (NDAs)
- Data Use Agreements (DUAs)
- Other (Collaboration and other agreements with no funding involved)

Other Non-Financial Agreements

GCO is determined by the sponsor

- Agreements with no funding involved
  - Collaboration agreements
  - MOUs, MOAs
  - Equipment Loan agreements
  - Teaming agreements

Proposal Submission

- Process is the same as if you would be submitting a proposal to a federal government sponsor.
- Industry Team GCO can assist you with what is required with the submission, as industry sponsors often either do not have RFPs or their RFPs can be very detailed and overwhelming
- Special note on SBIR/STTR: Cornell PI still must submit their proposal to their OSP Industry GCO so they can submit to the small business. We provide a letter of commitment along with the proposal.

SBIR/STTR Program

Cornell is always the subawardee/Company applies

- SBIR collaborator can include another company/university or research institute. STTR requires collaboration with a non-profit research institution.

- In an SBIR project, the PI must be primarily employed at the proposing small business, meaning that he or she cannot work full time elsewhere during the project period. With an STTR, the PI could be primarily employed at either the RI or the small business.
- SBIR subcontract to a Research Institution cannot include more than 33% of a Phase I research effort. STTR allows for up to 60% of the R&D to go to the non-profit research institute
- STTR is required that the small business and the not for profit entity establish an agreement which details the allocation of intellectual property.
- Participating Federal Agencies: Small Business Admin, USDA, Dept of Commerce, DOD, DOEd, DOE, DHHS, DHS, DOT, EPA, NASA, NSF

Awards and Award Negotiation

- Early relationship-building with the company key individuals can greatly help the negotiation process and ensure success.

- Explaining the policies and laws that govern Cornell's position on certain areas (IP and Publication) can help find common ground between the university and industry sponsor