Engaging with Industry

Nessa Carey
June 2016
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
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</thead>
<tbody>
<tr>
<td>10.00</td>
<td>Introduction to the Day</td>
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<tr>
<td>10.15</td>
<td>Icebreaker – why do you want to work with industry?</td>
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<tr>
<td>10.45</td>
<td>Feel the fear but do it anyway</td>
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<tr>
<td>11.15</td>
<td>What does a relationship with industry look like?</td>
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<tr>
<td>11.45</td>
<td>Coffee</td>
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<tr>
<td>12.00</td>
<td>Why does industry work with academia?</td>
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<tr>
<td>12.15</td>
<td>The first date</td>
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<tr>
<td>12.45</td>
<td>Lunch</td>
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<tr>
<td>13.30</td>
<td>Why should industry want to work with you?</td>
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<tr>
<td>14.00</td>
<td>Size matters</td>
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<tr>
<td>14.30</td>
<td>How to network effectively</td>
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<tr>
<td>15.30</td>
<td>Coffee</td>
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<tr>
<td>15.45</td>
<td>Accessing expertise at the University of Glasgow</td>
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<tr>
<td>16.30</td>
<td>Summary and course evaluation</td>
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<td>15.00</td>
<td>Close</td>
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Me

Former academic Visiting Professor at Imperial College

10 years in Biotech (Vernalis, TopoTarget, CellCentric)
3 years in Pharma (Pfizer)

International Director at PraxisUnico
We are a world-leading national professional association for public sector knowledge exchange and commercialisation practitioners.

Our members work in knowledge exchange and commercialisation (KEC) in universities, research councils, Catapults and other public sector research establishments to translate research outcomes into social and economic impact.

We develop knowledge exchange and technology transfer professionals with our world-leading training; connect members and stakeholders at our events and promote best practice for our sector, facilitating interactions between the public sector research base, business and government.

https://www.praxisunico.org.uk/
How?

• The main thing needed to make today successful......
WHY DO YOU WANT TO WORK WITH INDUSTRY?
Your Turn

Find someone you don’t know

Interview them:
Who are they?
What do they do?
Why do they want to work with industry?

Report back on the other person to the whole group
Match?

• By the end of the training you will be able to:
  – Identify what you want to achieve by working with industry
  – Analyse your own concerns about working with industry
  – Understand the different models for working with industry
  – Identify the most appropriate routes for meeting industry representatives
  – Recognise what industrial partners want from collaborations with academics
  – Network effectively and with more confidence
  – Understand the cultural differences and similarities between industry and academia
  – Appreciate the different challenges in working with large and small companies
  – Identify potential sources of leveraged funding
  – Pitch your own capabilities and resources in a way that is industry-relevant
  – Analyse the trade-off between the need to publish and the need to protect intellectual property
  – Access expertise at the University of Glasgow to support you in working with industry
FEEL THE FEAR AND DO IT ANYWAY
Everyone has concerns about working with industry

What are yours?
WHAT DOES A RELATIONSHIP WITH INDUSTRY LOOK LIKE?
Money

• How do universities make money from relationships with industry?
How Universities Make Money

Income 2013-14 £000s

- Contract Research, 1,192,406
- Collaboration, 1,143,804
- CE, 678,419
- Consultancy, 441,428
- Facilities, 162,926
- IP, 131,117

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Types of Relationships

• What do the parties want to achieve?

• What’s the most appropriate relationship model to achieve this?
Closed and Open Innovation

Closed

Open

Images reproduced from www.spie.org
Closed and Open Innovation

• Closed innovation is becoming the exception
• Large companies are investing less in their own R&D
• This creates lots of potential opportunities for other companies
• It also creates lots of opportunity for academia
Remember...

• Open Innovation ≠ Open Intellectual Property

• IP-free only works a long way from the final product

• The relationship, business needs and IP must all align
Different Models of Open Innovation
Open Innovation Including Academia (1)

IP remains with the companies
Open Innovation Including Academia (2)
Structural Genomics Consortium

• Private-Public Partnership
• All members share findings and work together to create new structural understanding and new pharmacological tool compounds
• All results and tools publicly available
• No IP
Mapping

Collaboration

Contractual

Consultancy
Typically......
What’s In It For Them?

• Why does industry work with academia?
“There are known knowns. These are things we know that we know. There are known unknowns. That is to say, there are things that we know we don't know. But there are also unknown unknowns. There are things we don't know we don't know.”
Mapping

Known unknowns

Unknown unknowns
Listen!

• Don’t offer solutions to problems that no-one has.
Homework

- Research is what you’re good at.
- Use these skills to understand what sectors and individual businesses are looking for.
THE FIRST DATE
Meeting Up
Compatibility

• Can you work together?
• Do you have shared goals?
• Is there a mutually beneficial outcome?

• Starting small is common
  – Builds trust
  – Builds your credibility
• Industrial Organisations
• Industrial People
Where?

Where do YOU meet people from industry?
For someone who works in business, you’re surprisingly well-informed about science.

Of course, the smartest people stay in academia, the others go to industry. Er, I don’t mean you.
Can you explain to me how a collaboration with you will benefit my company?

Sure. You’ll get to work with some really intelligent people.
Vanillin is the key constituent of the natural vanilla flavour obtained from cured vanilla pods. Here we show that a single hydratase/lyase type enzyme designated vanillin synthase (VpVAN) catalyses direct conversion of ferulic acid and its glucoside into vanillin and its glucoside, respectively. The enzyme shows high sequence similarity to cysteine proteinases and is specific to the substitution pattern at the aromatic ring and does not metabolize caffeic acid and p-coumaric acid as demonstrated by coupled transcription/translation assays. VpVAN localizes to the inner part of the vanilla pod and high transcript levels are found in single cells located a few cell layers from the inner epidermis. Transient expression of VpVAN in tobacco and stable expression in barley in combination with the action of endogenous alcohol dehydrogenases and UDP-glucosyltransferases result in vanillyl alcohol glucoside formation from endogenous ferulic acid. A gene encoding an enzyme showing 71% sequence identity to VpVAN was identified in another vanillin-producing plant species Glechoma hederacea and was also shown to be a vanillin synthase as demonstrated by transient expression in tobacco.
What Do They Need To Know?
You’re Special

• What’s Your USP?

• What can you do/access/offer that makes you the ideal partner?
Free Lunch?

- Plan a 45 second pitch

- After lunch
  - Who are you pitching to?
  - What do you want to achieve?
  - Give us the pitch
Why should industry want to work with you?

YOUR PITCH
SIZE MATTERS
Why?

- Work in groups and compare large and small companies in terms of
  - Needs
  - Timelines
  - Resources
  - Awareness
  - Operational ease
HOW TO NETWORK EFFECTIVELY
What We’ll Do

- A bit of theory
- Practical tips
- Put into practise
• Who enjoys networking?
Networks of People

- Connections between individuals are important
- "Strength of Weak Ties"
People, Programmes, Places

- Everyone in an ecosystem benefits from its strength and should support its growth.
Why?

Trust
Knowledge
Opportunity
Influence
YOU!

No one person can know everything
How?

- It can be awkward
- Prepare
  - Research
  - Opening questions
  - Moving on phrases
Tips
Possible Questions

- What attracted you to this event?
- Did you find the presentation useful?
- Which conferences do you find the most useful?
- Have you been to this event before?

- The objective is to start a conversation
- Try not to be a miserable whiner!
More Tips

- **Show Up**
- **Follow Up**
- **Successful Networking**
- **Use social media wisely**
- **Ask after contributing**
- **Deliver on commitments**
- **Everyone is a potential partner**

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Your Turn

I’m like to know more about

Ask me about
## Networking Is An Intentional Activity

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>What do I achieve by networking?</td>
<td>Better understanding of client needs leading to more business</td>
</tr>
<tr>
<td>What is my strategy?</td>
<td>Build out from existing relationships e.g. in China</td>
</tr>
<tr>
<td>How much time do I devote to it?</td>
<td>3 hours a week</td>
</tr>
<tr>
<td>How do I measure its success?</td>
<td>40% increase in new enquiries; 10% increase in new business</td>
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</tr>
<tr>
<td>How do I measure its success? (OUTCOMES!!!!)</td>
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</tbody>
</table>
Life is short. Enjoy ur coffee.
ACCESSING EXPERTISE AT THE UNIVERSITY OF GLASGOW
SUMMARY
Before We Stop..
How Did We Do?

• By the end of the training you will be able to:
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That's all Folks!