



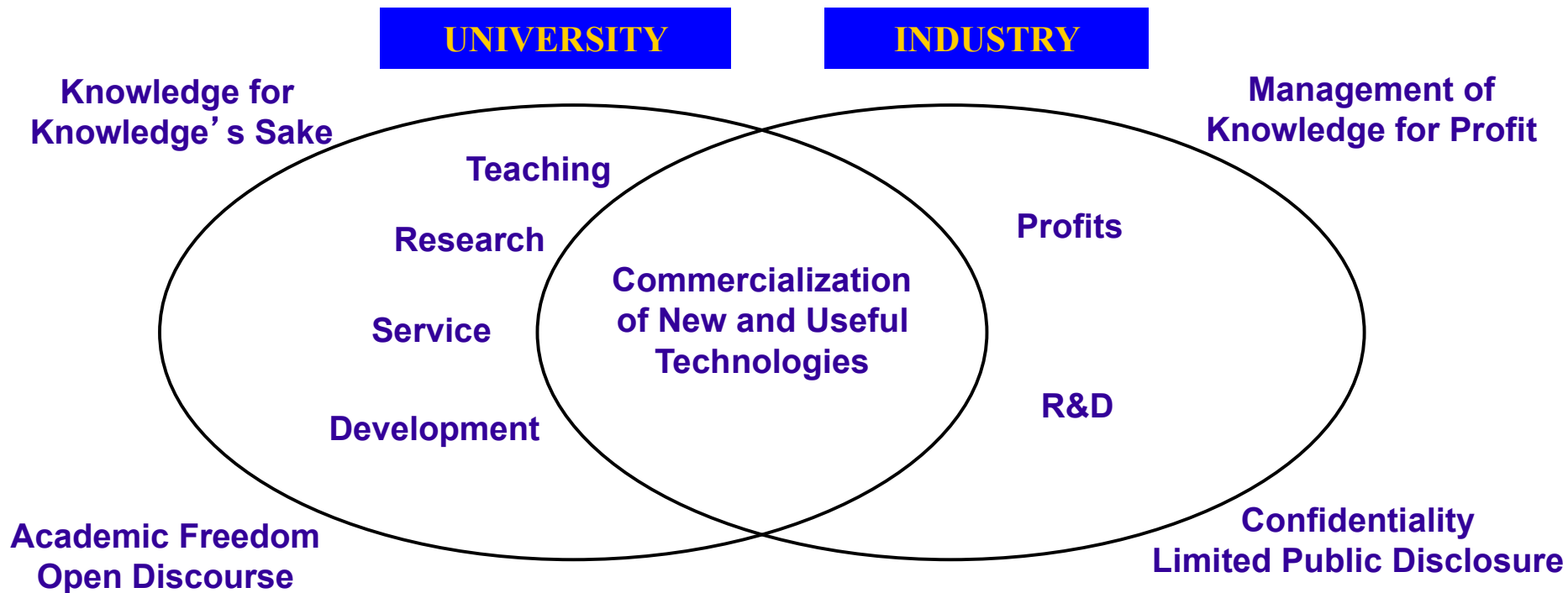
Looking forward – Finding ways to make Synergies between Private Sector and the R&D Sector

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Addressing Conflicting Values and Common Interest



Source: Louis P. Berneman, 1999

Industry's Perspectives

- Universities are so naïve
- Universities are so slow
- Poor understanding of market needs
- We need to keep it confidential as much as possible (academics incentives are very much associated with publish or perish)
- University's procedures are so cumbersome and not flexible
- University does not have clear policies and rules on IPR
- Universities propose unrealistic royalties
- Universities do not understand that industries need to take high risk and significant investment to bring the technology to the market
- Universities business plan is poorly done (market assessment)
- Universities lack a realistic assessment of our circumstances, need to build on evidence
- Lack of long term goals

University-Industry collaboration

R&D collaboration:

- funding,
- joint research
- Consortia etc.

Technical consulting:

- » testing
- » quality control
- » certificate
- » Clinical trial
- » technical consultation for product development and/or manufacturing etc.)

Equipment:

(Sharing laboratory or use of specialized equipment)

Licensing:

(including Start-ups)

Employment

- Student intern
- Future recruitment

Key to Success

- Develop a shared vision that clearly identifies the purpose and goals of the partnership.
- Identify leaders who are capable of crossing boundaries between business and academia to foster strong ties between parties.
- Erode boundaries between entities by facilitating communication. Create a shared platform for the exchange of ideas and information.

Key to Success

- **Establish a clear agreement for the use of resultant IP.**

This remains one of the biggest hurdles to overcome for the success of a partnership. All parties can maximize the benefit of the partnership by agreeing to a shared set of expectations that are well-defined and transparent.

- **Invest in long-term relationships**

A long-term relationship allows parties to share risk and accountability without overburdening a single entity. Under a shared vision and a foundation of mutual trust, a long-term partnership can reap great results by building a body of work over time.

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Thank you for your attention



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