Aligning Your Research with Industry

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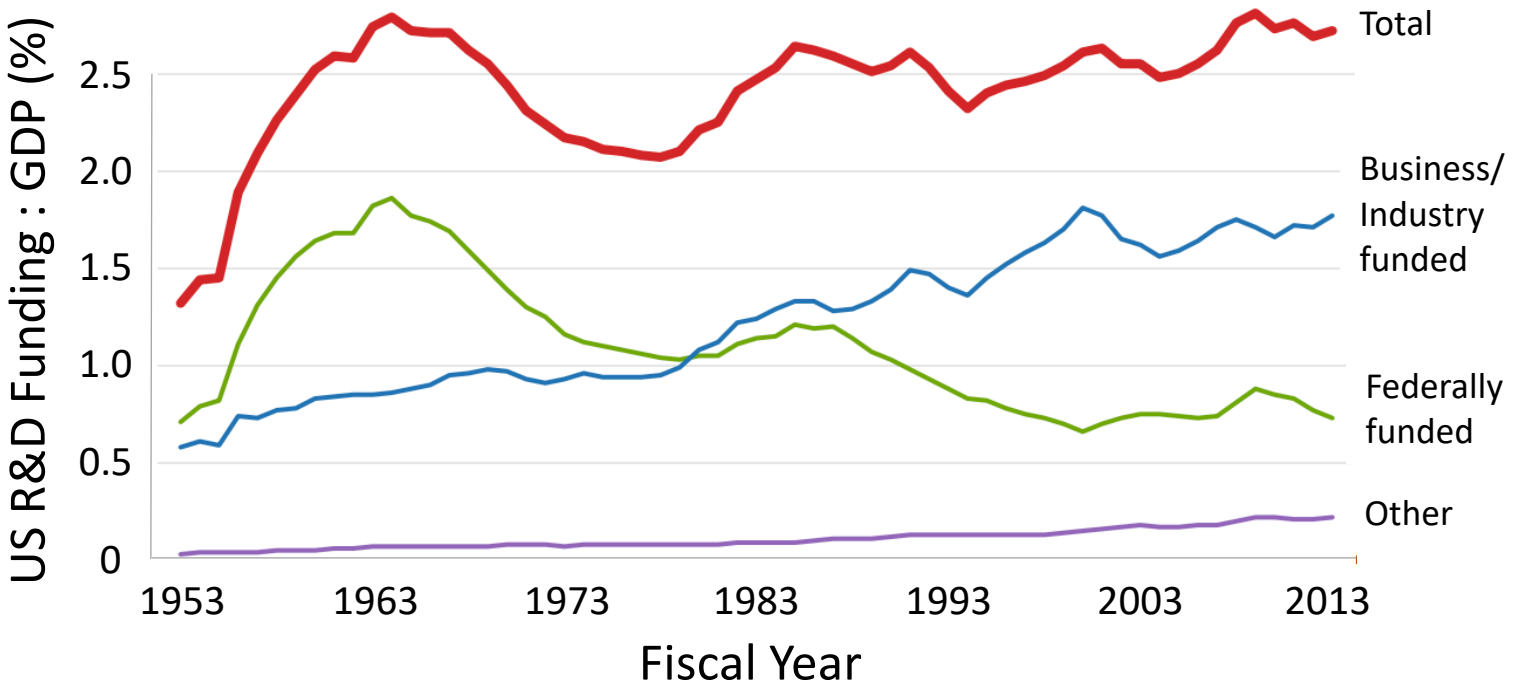
- Business and industry partners have stepped in to compensate for the decline in R&D federal funding
- Total R&D funding as a percentage of GDP is stabilizing thanks to business and industry funding
- Focus: applied and translational research

Rethink the role of business/ industry in supporting your research

Funding Sources for US R&D (fiscal years 1953-2013)



Source: National Science Foundation, National Center for Science and Engineering Statistics, National Patterns of R&D Resources (annual series) Get the data

Outline

- How to gather useful insights from the market
- Common customer discovery mistakes
- OTD can support you in aligning your research with industry

Gathering useful market insights

- Industry looks at academia for cutting edge ideas
  - Scientific conferences (presentations and posters)
  - Partnering meetings
  - Pre-existing relationship with OTD

- Industry takes into consideration:
  - Strategic fit
  - Level of risk
  - Competitive edge

Gathering useful market insights

- Steve Blank
  - Developed the customer development method that launched the Lean Startup movement
    - Lean Launchpad class (taught as the NSF Innovation Corps, and NIH Innovation Corps) has become the standard for commercialization of all federal research.

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Gathering useful market insights

- CUSTOMER DISCOVERY = EVIDENCE-BASED ENTREPRENEURSHIP
  - Look for patterns of behavior that confirm or deny your assumptions
    - Evidence there is a need for your technology
    - Evidence your technology has a competitive edge
    - Evidence it is a viable option for users

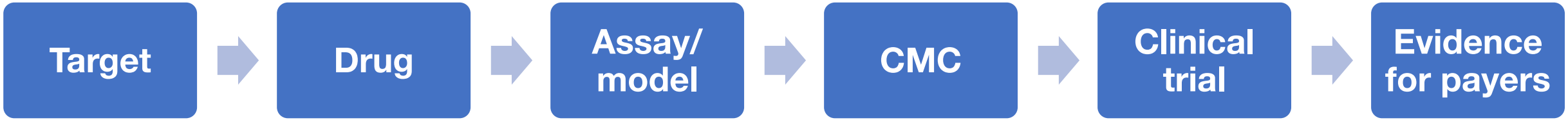
NO PITCHING - do not propose solution based on feedback

NO FUTURE QUESTIONS - do not ask hypothetical questions

Gathering useful market insights

Customer discovery can help you:

- De-risk your technology and avoid barriers to market entry



"At what stage does your company typically engage with academia?"

"What targets or mechanisms are of interest to your company?"

"What does a successful preclinical data package typically include?"

Source: Pullan Consulting, April 2018

Gathering useful market insights

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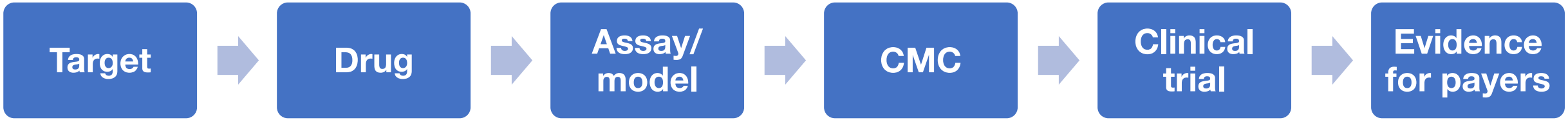

"How do you determine if your product needs improvement?"

"What challenges do you face when moving a technology from academia through clinical trials?"

Source: Pullan Consulting, April 2018

Customer Discovery Mistakes

- Using only secondary research
  - Information may be outdated or not directly relevant
  - Online data is available to everyone, no true competitive edge
- Surveying only the people you know
  - May not be your target customer, networking is crucial

Customer Discovery Message

- Gathering **useful** insights from the market can help you:
  - Lower the risk associated with your technology
  - Help you avoid costly mistakes
  - Align your research with industry

Your Research
& Our Office

GrowthFund

Move OU innovation closer to the market

Investing in innovation that is:

- Solving a real need
- Led by a strong team
- Demonstrating a distinct advantage
- Supported by relevant market feedback

Eligibility

- All OU inventors/researchers (faculty, staff & grad student)
  - Health Sciences Center
  - Norman
  - Tulsa
- Must have a disclosure filed with the Office of Technology Development prior to application

Growth Fund: Two Phases

Market Discovery

#1: How all the pieces fit together

- Up to $10,000 to understand the innovation's product-market fit and value propositions
- Determine commercial pathway through market feedback
- Identify most strategic experiments, results, prototypes, etc.

Translational Research

#2: Commercially-focused lab work

- Builds upon outcomes of Market Discovery phase
- Up to $50,000 to implement research plan developed in Market Discovery
- Shorter-term research project

Market Discovery

Benefits to participants

- Education on the business of science
- Develop a more complete understanding of technology commercialization
- Complete a research plan and specific aims to satisfy needs identified by market feedback
- Outcomes provide foundation for application to additional funding phase

Up to $50,000 is available in the Growth Fund: Translational Research phase

Translational Research

Application

- Market Discovery deliverables form basis of application
  - Interview recaps
  - Narrative
  - Research plan
  - Plus: budget, team, and plan for reaching additional milestones
- Available twice per year (spring and fall)
  - Initial evaluation by OTD
  - Pitch presentations to Growth Fund Committee

ou.edu/otd/growthfund

October Lunch & Learn:

Copyright, Trademark & Open Source

October 29 – Norman • October 30 – HSC
Noon to 1 p.m.

The UNIVERSITY of OKLAHOMA
Office of Technology Development