CRA CAREER MENTORING WORKSHOP 2016
AGENCY OVERVIEW: INDUSTRIAL RESEARCH

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YOU PROBABLY THINK THIS

?????

THINK "COLLEAGUE"

Work together on a problem

Contribute to an ecosystem

Students

Explore alternatives

THINK "COLLEAGUE"

Work together on a problem - your expertise and (maybe) proximity

Contribute to an ecosystem - develop open source, curricula, students

Students - new ideas, hard work, interns, future researchers

Explore alternatives - your expertise, research freedom, students

IF NO BIG BUCKS, WHY BOTHER?

Money - can be unrestricted

Access to customer problems & data

Access to industrial colleagues and collaborators

Outlet for your students

Validation of your research - leading to other funding and recognition

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KNOW YOUR "VALUE PROPOSITION"

A business invests money to obtain benefits

• Will your work solve problems their customers care about?

• Can you explain it in terms they will understand and get excited by?

• Will your research help balance risk or increase return on investment?

• What evidence exists that customers will use your research and even pay for it?

Success depends on a strong relationship: so first establish trust!

CAVEAT EMPTOR

Subcontracting Research - hard to meet industry schedules

Company Priorities Change - often without notice

Restrictions on IP & Publications - constraining you & your students

Restrictions on Use of Open Source - contamination of products

"If we knew what it was we were doing, it would not be called research, would it?"

–Albert Einstein

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