

CRA CAREER MENTORING WORKSHOP 2018 RESEARCH FUNDING: INDUSTRIAL RESEARCH

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YOU PROBABLY THINK THIS

?????

INSTEAD...THINK “COLLEAGUE”

Work together on a problem

Contribute to an ecosystem

Students

Explore alternatives

INSTEAD...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 and can be multi-year

Access to customer problems and data

Access to industrial colleagues and collaborators

Outlet for your students

Validation of your research - leading to other funding and recognition

KNOW YOUR “VALUE PROPOSITION”

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 - establish trust!

CAVEAT EMPTOR

Subcontracting Research - hard to meet industry schedules

Company Priorities Change - often without notice

Restrictions on IP/Publications – could constrain you and 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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