My role at Microsoft

A. Advance the future with our products
B. Build a research culture within our products
C. Connect our products with research
Research increasingly important to industry

- The move to the cloud has changed how products are built
- Created feedback loops
  - Experimentation: Compare different experiences
  - Artificial intelligence: Feed data back into the system

Scale increasingly important to research
Why engage with industry?
Obvious answer: $$ Money $$

- Examples at Microsoft:
  - Microsoft Turing Academic Program
  - Faculty Fellowships
- Often multi-year and unrestricted
- Worth more with no overhead
- Can leverage into more funding
- Proposals tend to be shorter
  - Format: CFP-based or project based
But focusing on money misses the big picture

• The grants tends to be small
• Unpredictable, priorities change
• Can carry hidden costs:
  • Restrictions on IP
  • Restrictions on open source
  • Mismatch of expectations
• But mostly: Focusing on money misses many opportunities!
Why engage with industry?

Access to opportunities only available through industry
Beyond money...

**Scale**
- Access to data
- Access to customers
- Access to compute

**Collaboration**
- Shared projects
- Events
- Visiting researcher

**Students**
- Internships
- Jobs post-graduation
- Funding
How to engage with industry?
Understand why industry engages

- Talent
- Thought leadership
- Exploration
- Risk mitigation
- Rich ecosystem
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<th>Know your “value proposition”</th>
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| **Get to know the people at the company** | **Build a rich network**  
**Understand people’s roles** |
| **Figure out what you bring to the table** | **Understand the company’s position in the market**  
**Know the opportunity and the threat**  
**Explain it in terms they understand** |
| **Help the company get value from your research** | **Ensures your work has impact**  
**Creates a desire for more for them** |
Questions?
Questions Submitted in Advance

• Selecting funding sources (industry, NSF, DARPA, DoD):
  • Where do I have the best odds of funding? What are the success rates?
  • How does the research community compare the sources?

• Securing industry funding:
  • What is the process?
  • What is the selection criteria?
  • How to build relationships with folks in industry?

• Making the collaboration work:
  • How to manage funds and effort throughout the length of a funded project?
  • How to move from, “We give you $X to build Y,” to research-oriented work?
  • How to deal with IP and publication restrictions?