How to get research funding from industry

Topic area:	(Self-) management
Format:	Online or in-house workshop
Workload:	4 webinars of 2-2.5 h each = 2 workshop days
Trainer:	Philipp Gramlich or David Giltner
Target group:	Postdocs and junior group leaders

Adding research funding from the private sector is a lucrative option many researchers do not pursue. One of the biggest reasons this option is overlooked is a lack of understanding of how companies function and how an academic researcher might bridge cultural differences to make valuable connections. This workshop provides practical advice on identifying and building beneficial private-sector research collaborations.

Private-sector funding overview	**Academia vs. industry**
- What makes a successful collaboration? - Balancing basic and applied research	- How does one navigate the cultural differences? - Where can you bring unique value to the private sector?

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Collaboration models and intellectual property - Patent vs. Publication - Who will *do* what and who will *own* what?	**How do companies operate?** - Industry project management basics - Return on Investment: How does a company decide what projects to pursue?
Your industry funding plan - Define your relevant research group strength - Identify a suitable target to pursue - Build a specific plan for taking action	**Making connections in industry** - Who should you contact? - Where can you meet them? - How do you communicate your value effectively?

Course flow online

Day 1	Day 2	Day 3	Day 4	Weeks 2-3
Live webinar - Kick off - 'Cultural differences academia industry - How do companies operate?	Live webinar - Collaborations and intellectual property	Live webinar - Making connections	Live webinar - Your own industry funding plan	Self-paced work on the online platform
Individual and group course work (online and offline)	Individual and group course work (online and offline)	Individual and group course work (online and offline)	Individual and group course work (online and offline)	

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