

How to get research funding from industry

Duration:	Equivalent of 2 workshop days, spread over one week. This course includes four live webinar sessions
Trainers:	Philipp Gramlich or David Giltner
Target group:	Postdocs and group leaders



Adding research funding from the private sector is a lucrative option that is not pursued by many researchers. One of the biggest reasons this option is overlooked is a lack of understanding about how companies function and how an academic researcher might bridge the culture differences to make useful connections. This workshop provides practical advice on how to identify and build valuable private sector research collaborations.

Private sector funding overview

- What makes a successful collaboration?
- Balancing basic and applied research

Academia vs industry

- How does one navigate the culture differences?
- Where can you bring unique value to the private sector?

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<p>Collaboration models and intellectual property</p> <ul style="list-style-type: none"> - Patent vs Publication - Who will <i>do</i> what and who will <i>own</i> what? 	<p>How do companies operate?</p> <ul style="list-style-type: none"> - Industry project management basics - Return on Investment: How does a company decide what projects to pursue?
<p>Your industry funding plan</p> <ul style="list-style-type: none"> - Define your relevant research group strength - Identify a suitable target to pursue - Build a specific plan for taking action 	<p>Making connections in industry</p> <ul style="list-style-type: none"> - Who should you contact? - Where can you meet them? - How do you communicate your value effectively?

Course flow

Day 1	Day 2	Day 3	Day 4	Weeks 2-3
<p>Live webinar</p> <ul style="list-style-type: none"> - Kick off - ‘Cultural differences academia industry - How do companies operate? 	<p>Live webinar</p> <ul style="list-style-type: none"> - Collaborations and intellectual property 	<p>Live webinar</p> <ul style="list-style-type: none"> - Making connections 	<p>Live webinar</p> <ul style="list-style-type: none"> - Your own industry funding plan 	<p>Self-paced work on the online platform</p>
<p>Individual and group course work (online and offline)</p>	<p>Individual and group course work (online and offline)</p>	<p>Individual and group course work (online and offline)</p>	<p>Individual and group course work (online and offline)</p>	

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