

Industry Research Funding: Opportunities for Growth



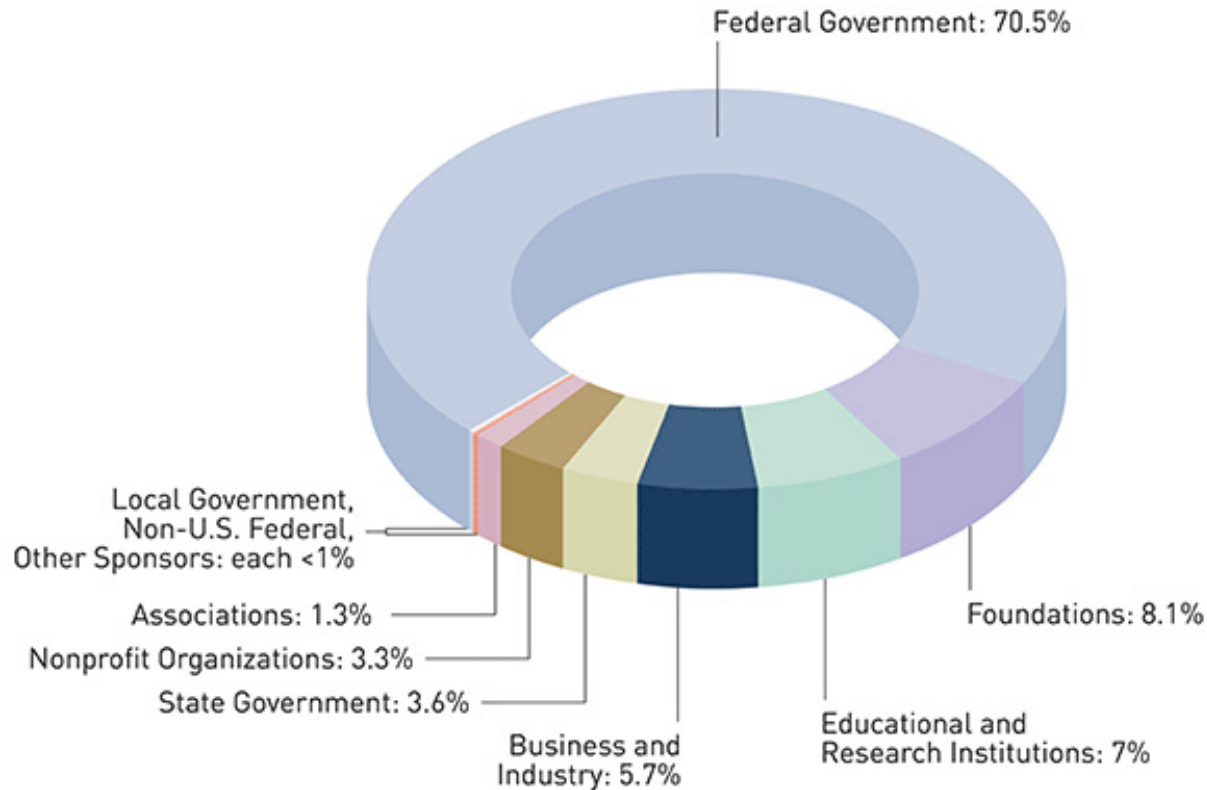
Photo by Sam Kittner

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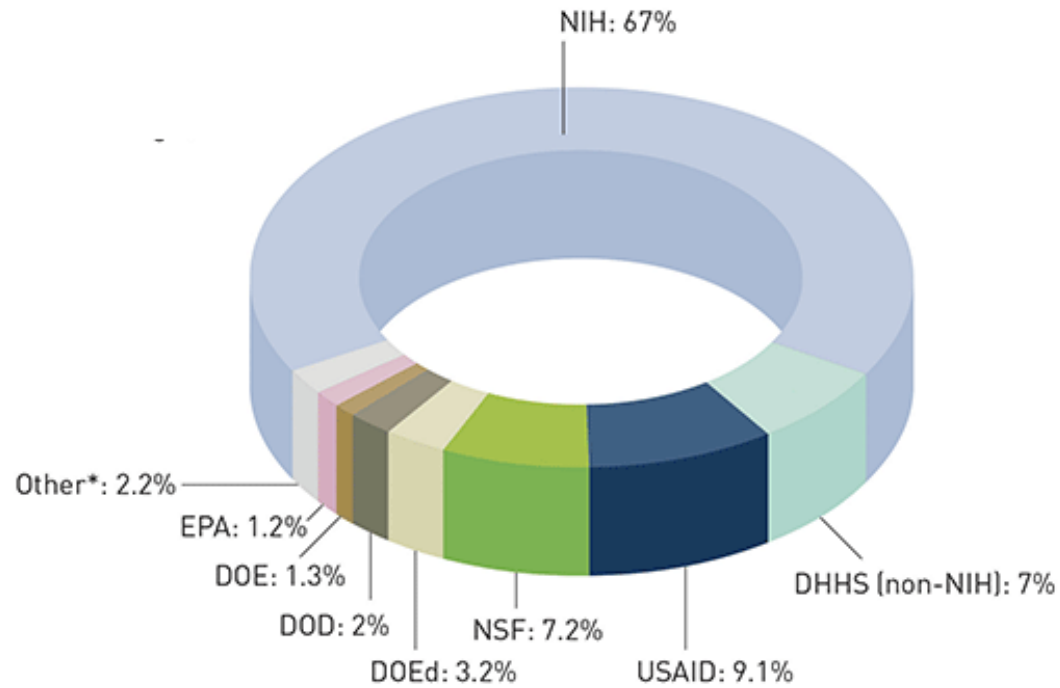


UNC
RESEARCH

Research Funding Sources (FY13)



Federal Research Funding Sources (FY13)



Industry Funding

	FY11	FY12	FY13
Federal Flowthrough	9,939,997.35	16,438,149.71	12,304,510.69
Not Federal Flowthrough	27,653,506.62	27,395,550.07	32,275,650.47
Total	37,593,503.97	43,833,699.78	44,580,161.16



Industry Funding (not federal flowthrough)

	FY11	FY12	FY13
Industry-Supported Clinical Trials	14,033,084.61	13,037,934.68	16,436,519.94
Other Research Support from Startups	1,002,205.88	683,112.90	1,023,751.97
Other Research Support from Industry	13,618,216.13	13,674,502.49	14,815,378.56
Total	27,653,506.62	27,395,550.07	32,275,650.47



Three Growth Opportunities

- Industry-Sponsored Clinical Trials
- Startup Companies
- Other Industry Support



Challenges to Growth

- No single 'front door' into the University
- Fragmented Support
(research offices, tech transfer, Kickstart, development, schools/depts, career services, etc)
- Policies/Procedures designed for federal funding
- Contracting approach not suited for industry
- IP Terms not 'industry-friendly'



Finding Solutions

Task forces were formed to identify and recommend solutions.

- Clinical Trials Task Force (2010-11)
- Industry Funding Task Force (2012-13)
- Commercialization Task Force (2012-13)



Finding Solutions

- Need to make it easy for industry to collaborate with the University
 - Policies & approaches that industry partners understand
 - Better coordination within the University
 - Increase expertise in functions working with industry
- Need to make it easy for faculty to work with industry
 - Improve service and support models
 - 'Business Development' functions to maintain relationships



Finding Solutions

- Recognize that industry is looking for 'holistic' relationships that include:
 - Research collaboration
 - Access to faculty for consultation
 - Access to students/talent for future workforce
 - Ability to provide input for curricular development



Implementation

- Reorganized key functions to focus on industry service and support (contracting, review functions, etc)
- Hired new leadership in key areas to increase expertise (clinical trials, industry contracting)
- Worked to strengthen connections among University partners
- Expanded service and support models to be more responsive and support the faculty



Case Study: Eastman Chemical

- Eastman Chemical approached the University with interest in forming a strategic alliance.
- Opportunity to collaborate with many faculty on a variety of research challenges, primarily focused in chemistry.
- University organized quickly to negotiate and execute a master agreement framing the relationship.
- Named a 'site relationship manager' to serve as the primary conduit to Eastman.



Case Study: Eastman Chemical

- Eastman originally committed to fund \$1.5M in research projects over 5 years.
- The relationship has worked so well for Eastman that the University exceeded \$1.5M during the first year!



Conclusions

- Industry funding represents a growth opportunity for the University.
- Need to adapt 'culturally' to what industry is expecting, and provide adequate support/service infrastructure.
- Need to ensure policies and procedures better align with industry practices and expectations.
- Need to coordinate better within the University.
- Efforts to date have shown that these approaches are having a positive impact.

