

How to Get Research Funding from the Industry

Objective

The lecture portions of the course are focused on conveying information about the industry collaboration environment that is typically not well known to people working in an academic research environment - information about how companies operate and habits that bring success in this very different environment. These principles are supported with many stories from more than two decades of experience the trainer has gathered over his own career. Furthermore, we want to enable participants to take a critical view on their contact points with industry.

The course will enable them to:

1. find out whether it makes sense to get funding from industry for their research;
2. get a feeling for the inner workings within the industrial environment;
3. find the right collaboration partners and get in touch with them;
4. successfully present their research and collaboration ideas to industry representatives.

Description

In many countries, research funding is increasingly difficult to secure, particularly from government sources. More and more researchers are finding that applied research for companies working in related fields is a great way to maintain a significant research effort. This has the added benefit of bringing in some private sector exposure for students who plan industry careers.

Course content includes: Private sector funding overview, corporate finance basics, patent vs. publication, project planning and execution in Industry, managing a team working on industry funded projects, and making successful connections with Industry.

Methodology

The workshop is highly interactive, mostly based on lectures, discussions and interactive exercises. We aim to bring together the skills and experiences the trainer has gathered in academic and industrial settings. Among others, we'll use the following methods: presentation phases with stories to illustrate key points, interactive discussions, worksheets for self-reflection, case studies from the trainer as well as from the participants, experience-oriented game-like activities to elaborate on general principles used in the work as junior group leader, practically oriented activities and scenarios, development of concepts in plenary, e.g on flipchart, and individual or small group work (exercises) of the participants and presentation in plenary.

The workshop will also feature pitches, in which participants practice “selling” their research to industry. All participants will get the opportunity to receive a video feedback of their pitches.

Organizational Information

Language	English
Target group	Advanced Doctoral Candidates and Postdocs from Natural and Life Sciences
Date	Monday, 17 June 2019, 9:00 – 17:30
Registration	For registration click here

Trainer



David M. Giltner, PhD

TurningScience, LLC,
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David has commercialized photonics technologies for optical communications, remote sensing, scientific instrumentation, and industrial combustion monitoring applications. He is from the United States and has a PhD in Physics. In 2010 he published ‘Turning Science into Things People Need,’ which explored the careers of 10 scientists who have built successful careers in the private sector. In 2017 he founded Turning-Science to help scientists learn the non-technical skills they need to transition effectively into industry careers.