

Aligning Your Research with Industry

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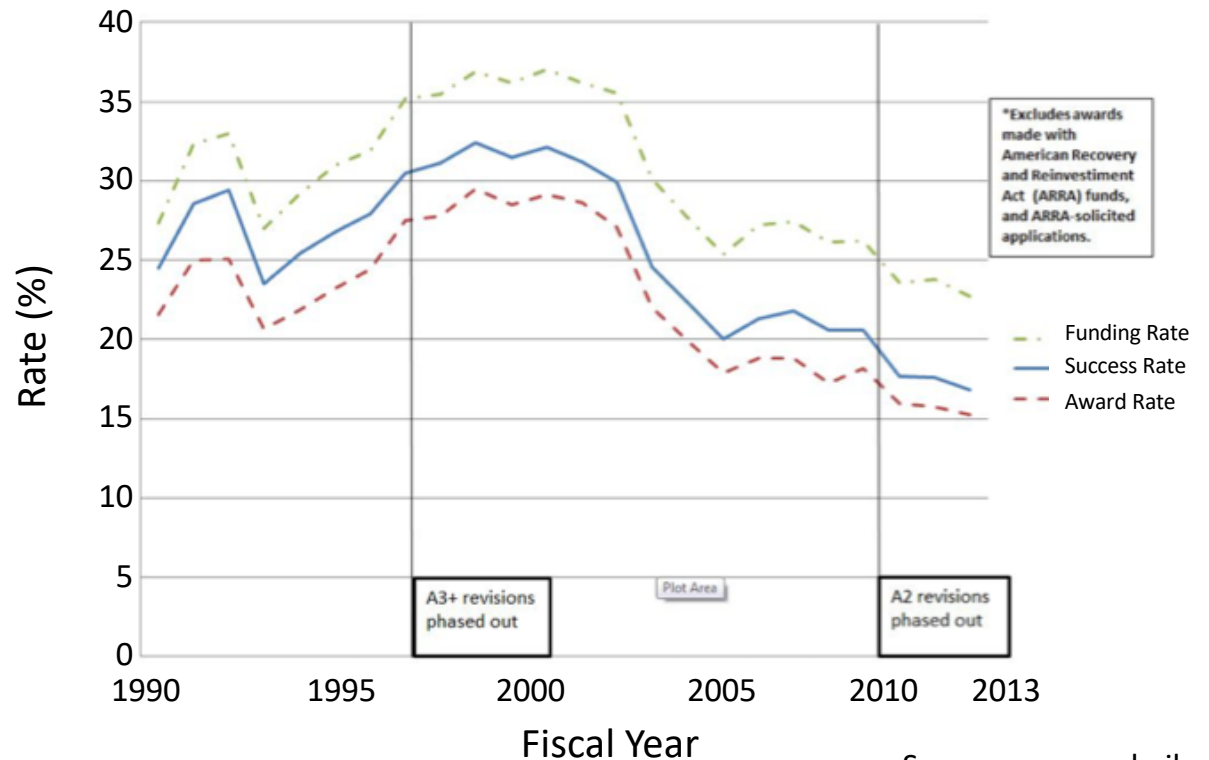
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- NIH funding rates

- Depressing regardless of whether you consider rate by percentage of individuals funded or applications funded

- Need to identify alternative funding sources

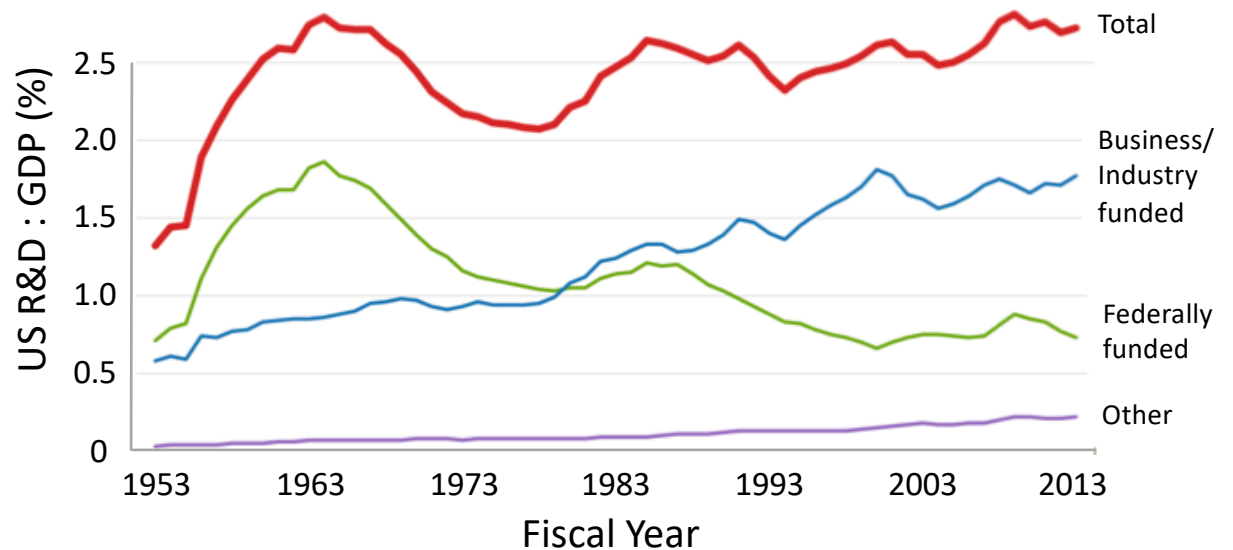
Success Rates for NIH Research Project Grants (fiscal years 1990-2013)



- Business and industry partners have stepped in to compensate for the decline in R&D federal funding
- Total R&D funding as a percentage of GDP is stabilizing thanks to business and industry funding
- Focus: applied and translational research

***Rethink the role of business/
industry in supporting your research***

Funding Sources for US R&D (fiscal years 1953-2013)



Source: [National Science Foundation](#), [National Center for Science and Engineering Statistics](#), [National Patterns of R&D Resources \(annual series\)](#) [Get the data](#)



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Outline

- How to gather useful insights from the market
- Common customer discovery mistakes
- OTD can support you in aligning your research with industry



Gathering useful market insights

- Industry looks at academia for cutting edge ideas
 - Scientific conferences (presentations and posters)
 - Partnering meetings
 - Pre-existing relationship with OTD
- Industry takes into consideration:
 - Strategic fit
 - Level of risk
 - Competitive edge



Gathering useful market insights

- Evidence-based practice for health care disciplines (1992)
 - Strong scientific evidence | Clinical expertise | Individual patients' needs/choices



- Steve Blank
 - Developed the customer development method that launched the Lean Startup movement
 - Lean Launchpad class (taught at the NSF Innovation Corps, and NIH Innovation Corps) has become the standard for commercialization of all federal research.



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Gathering useful market insights

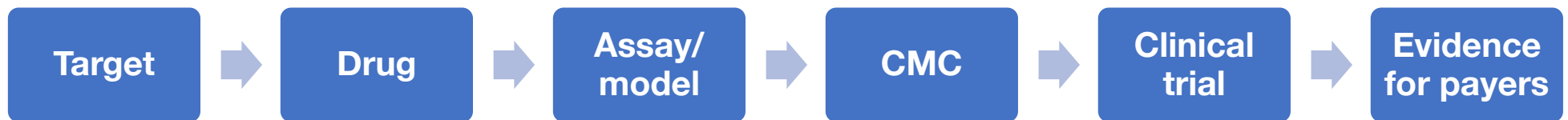
- CUSTOMER DISCOVERY = EVIDENCE-BASED ENTREPRENEURSHIP
 - Look for patterns of behavior that confirm or deny your assumptions
 - Evidence there is a need for your technology
 - Evidence your technology has a competitive edge
 - Evidence it is a viable option for users
- **NO PITCHING** - do not propose solution based on feedback
- **NO FUTURE QUESTIONS** - do not ask hypothetical questions



Gathering useful market insights

Customer discovery can help you:

- De-risk your technology and avoid barriers to market entry

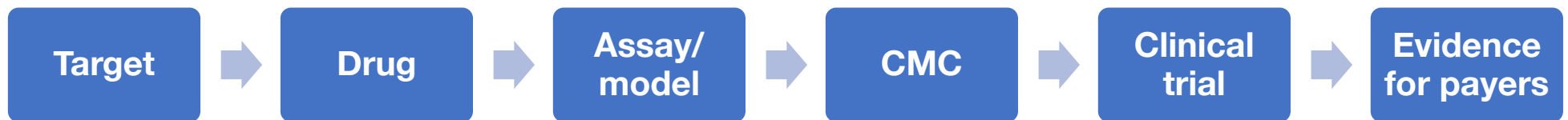


- At what stage does your company typically engage with academia?
- What targets or mechanisms are of interest to your company?
- What does a successful preclinical data package typically include?

Gathering useful market insights

Customer discovery can help you:

- De-risk your technology and avoid barriers to market entry



- How do you determine if your product needs improvement?
- What challenges do you face when moving a technology from academia through clinical trials?

Customer Discovery Mistakes

- Using only secondary research
 - Information may be outdated or not directly relevant
 - Online data is available to everyone, no true competitive edge
- Surveying only the people you know
 - May not be your target customer, networking is crucial



Customer Discovery Message

- Gathering useful insights from the market can help you:
 - Lower the risk associated with your technology
 - Help you avoid costly mistakes
 - Align your research with industry



Growth Fund



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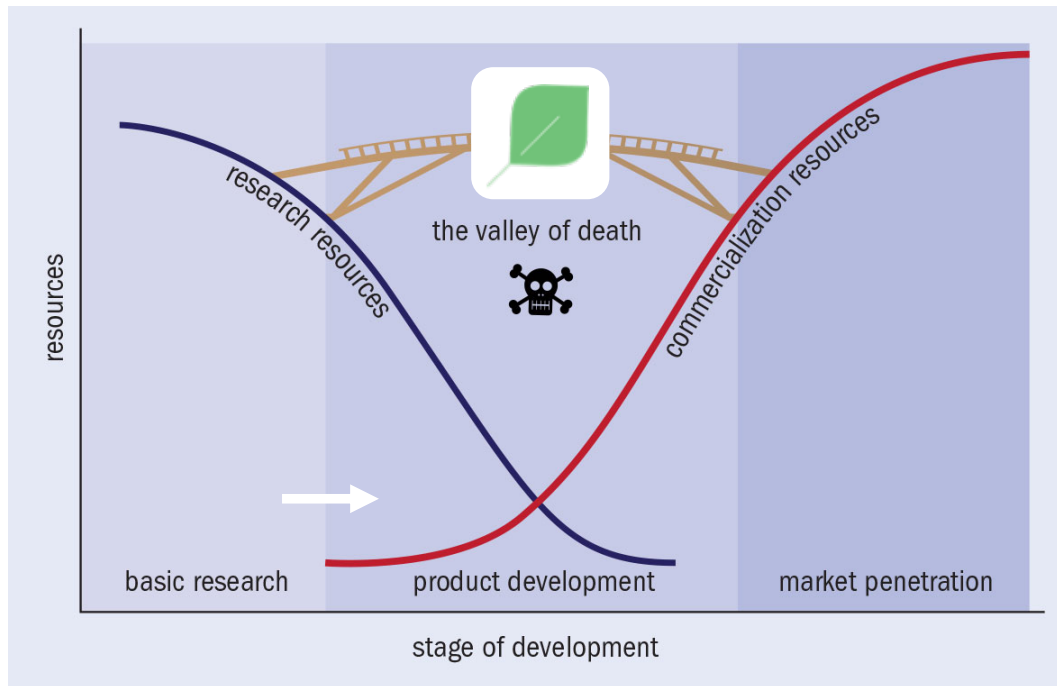


Move OU innovation closer to the market



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The Research “Gap” (aka Valley of Death)



Government generally
funds basic research

GrowthFund

Industry wants more
“de-risked” technology

Graphic: James Dacey 2014 Phys. World 27 (11) 29



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Two Interdependent Phases



**Market
Discovery**



**Translational
Research**



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Eligibility



All OU inventors/researchers (faculty, staff & grad student)

- Health Sciences Center
- Norman
- Tulsa



Must have a disclosure filed with the Office of Technology Development prior to application



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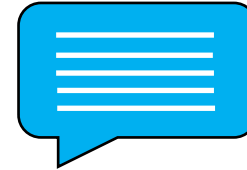


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Your Research & Our Office



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