

Faculty Orientation

Working with Industry

September 30, 2021



Overview

- K-State Innovation Partners
- University and Industry Differences in Missions
- How K-State Works with Industry
- Working with Industry Myth Busters
- Common Industry Representative Questions for Faculty
- K-State Central Offices That Support Working with Industry
- Working with Industry Resources Online



K-State Innovation Partners

making connections

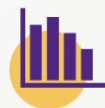
K-State Innovation Partners is committed to collaborating with university, industry and communities to deliver a streamlined mission of corporate engagement, technology commercialization, and economic development.



What We Do for K-State

K-State Innovation Partners

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Corporate Engagement

Leveraging K-State's innovation, talent and professional development capabilities to establish and expand strategic partnerships with companies.



Technology Commercialization

Protection and management of K-State's university-developed intellectual property portfolio and commercial deployment of that technology through licensing or start-up company formation.



Economic Development

In partnership with university and community entities, this includes the attraction, retention and expansion of knowledge-based companies in Kansas, as well as the improvement of the regional ecosystem to support economic growth.

Differences in Institutional Missions



Non-Profit



Open Environment



Freedom to Publish



Benefit the Public



Teaching / Research / Outreach



Public Funding



For Profit



Protect Competitive Advantage



Need for Confidentiality



Maintain Freedom to Operate



Maximize Shareholder Value



Must Generate Economic Benefit

Working with Industry – Fiscal Year 2020 Snapshot

\$177.4 MILLION

private gifts

\$28 MILLION

industry-funded research

\$3.2 MILLION

technology licensing income

80

industry master agreements

97%

placement rate for graduates demonstrating career-readiness

1,860

employers hired K-State grads (2018-2019)

320

all-university career fair employers

Upward trend shows nearly a

200%

increase from fiscal years 2016-2020



\$107 MILLION

total in industry-funded research over the last 5 years

35

license agreements, a record number



4

of these licenses related to COVID-19 technologies

OVER THE LAST DECADE

24

companies attracted to the region

600

employees attracted to the region

Industry Entry Points at Universities



Companies engage with universities through multiple entry points across a partnership continuum.

- Student Talent and Employee Workforce Development
- Testing and Support Services
- Research and Development
- Technology and Innovation
- Economic Development and Co-location

Students are the primary reason industry engage with universities.

Faculty Scholarship and Working with Industry



Publish or Perish

Patent or Perish

Working with Industry Myths

MYTH

Researchers can't continue research programs if they work with industry.

FACTS

- Companies want access to research, not to own a researcher.

Research programs can be the lifeblood of faculty members and K-State's grant and contract office will protect the ability of researchers to continue their work.

Working with Industry Myths



MYTH

Industry sponsored research is confidential.

FACT

- Industry sponsored research often has confidentiality obligations, however the entire project isn't confidential and results can be published with the company's prior review.

Working with Industry Myths



MYTH

Industry sponsored research is biased and not valuable.

FACT

- Most companies want unbiased results from a university to make any claims to positive results more valuable.



1. What's your overhead rate?

Common Industry Questions – #1 F&A

Question: What's your overhead rate?

- Facilities & Administrative (F&A) costs are part of the total “cost of doing business”.
- Reimbursement for costs already incurred/invested upfront or to be incurred during the project to maintain research infrastructure that sponsors are seeking.
- Each sponsor pays its share of the allocable cost.

Answer (suggested response):

- Overhead costs are reimbursement for real costs.
- K-State industry sponsors access the federally negotiated discounted F&A rate.

Resources:

- Industry/fully loaded rates worksheet
 - Convert a typical university budget to a fully burdened budget with this worksheet.
 - k-state.edu/research/faculty/proposal/budgets/
- Consult your grant specialist prior to submission of any form of proposal or award materials to external sponsors.



Quotes from industry sponsors:

“I understand overhead, I just don’t want to see it itemized in a budget.”

“I am willing to pay my fair share, including overhead, but I am not interested in my competitor approaching you and bullying you all into not requiring them to pay the full overhead.”



2. What's your
intellectual
property policy?

Common Industry Questions – #2 IP

Question: What's your intellectual property (IP) policy?

- To answer this, you must first know the project space – e.g. research, testing, etc.
- Research and sponsored projects must be consistent with the university's educational mission as defined by the IRS; if not, could endanger the non-profit status of the institution and lead to Unrelated Business Income Tax (UBIT).
- Results must be made available to the public and not unduly restricted.
- Thus, contract terms cannot give up ownership of IP nor limit a faculty member's right to publish.

Answer (suggested response):

- Retention of copyright and ownership of IP follows “inventorship”.
- University does not and cannot claim ownership of IP it doesn't create.
- IP terms are customized for the type of project.

Common Industry Questions – #2 IP

Resources:

- Invention disclosure process
 - k-state.edu/research/faculty/other-resources/ip-inventions/report-invention/
- K-State IP policy
 - k-state.edu/policies/ppm/7000/7095.html
- Contract and agreement templates
 - k-state.edu/research/industry/establish-partnership/contract-templates.html

K-State Support Offices for Industry Engagement

K-State Innovation Partners

- Identify and facilitate industry partnerships
- Provide information on existing industry partners
- Protect and commercialize IP
- Attract companies

PreAward Services/ Office of Research Development

- Execute contractual agreements to facilitate the partnership
- Find related funding sources

K-State Foundation

- Provide information about student engagement with companies
- Connect with industry philanthropic donors
- Provide industry co-location real estate info

Collection of Working with Industry Resources

K-State Industry Collaboration

- k-state.edu/research/industry

Sample Ways for Companies to Partner with K-State

- k-state.edu/research/industry-connection

Industry/Fully Loaded Rates Worksheet

- k-state.edu/research/faculty/proposal/budgets/

Invention Disclosure Process

- k-state.edu/research/faculty/other-resources/ip-inventions/report-invention/

K-State IP Policy

- k-state.edu/policies/ppm/7000/7095.html

Contract and Agreement Templates

- k-state.edu/research/industry/establish-partnership/contract-templates.html

A man with glasses, wearing a purple t-shirt with "KANSAS STATE" and a Nike logo, is looking down at a small object in his hands in a field of tall wheat. The background is slightly blurred, showing more of the field and some structures.

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