Today’s webinar

1. Introduction
2. Objectives and goals
3. Workshop topics and activities
4. Developing your research pitch
5. Eligibility
6. Acing the application
7. Recommended readings and templates for researchers
Forming Science-Industry Research Collaborations: A Preview (and Helpful Tips!)

The premise

Academia
- Knowledge/expertise
- Research methods training
- Good questions

Industry
- Applied data
- Money
- Study populations

Barriers
- Different values
- Different goals
- Proprietary data
- Reputational risks
- Regulatory issues
- Conflicts of interest
- Employee turnover
- No access points

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The premise

- **Academia** • Knowledge/expertise • Research methods training • Good questions
- **Industry** • Applied data • Money • Study populations

Workshop objectives

Equip early-career social scientists with strategies for identifying, approaching, and collaborating on research with the private sector

- Improve communication with representatives from industry
- Anticipate potential barriers, failure points, rules, and limitations
- Refine a research “pitch” for collaborating
- Outline a plan of engagement
Inaugural class
- September 2018 -

How the day will work

Some lecture

Some breakout
The research pitch

- Accepted applicants will come to the workshop with a draft of their research “pitch”
- Format: short slide deck (10 slides) or 1-pager
- Intended audience is the company you want to engage with, like the CEO or head of a department—R&D, HR

Components of the research pitch

- Statement of the problem
  - Why is this a problem for the company or the industry in general?
- Research question or proposed intervention
- Research plan
  - What are your resource/data needs?
- Outcome
  - How will the company or industry benefit from your research?
Advice on the research pitch

- Lead with the “so what?” (no lengthy set-up of the research problem or lit review); get to the point at the beginning
- Be concise
- Avoid jargon
- Make a business case for the research

Mentoring from industry reps

- Accepted applicants will be assigned to small groups (4 or 5) with a mentor from the private sector
- Participants will take turns delivering their pitch
- We will try to match the academic mentees with appropriate (discipline-specific) mentors
Industry mentors will...

- Help trainees refine their research pitch:
  - Is it concise?
  - Is it free of academic jargon?
  - Is there a "business case" for the research?
  - Is it feasible?
- Brainstorm potential engagement strategies
- Anticipate issues and concerns from the private sector perspective

Goal alignment

- Align your research goals with the goals of the company
- For example, will the research improve efficiency, customer or patient satisfaction, improve job satisfaction or employee wellbeing? Will it drive profits, give the company a competitive edge, or affect marketing decisions?
What is the company’s mission?

• Browse the company’s website for the mission statement
• Look at the company’s annual report
• Watch or listen to interviews with the company’s executives
• Look for a corporate responsibility report to see what their social goals are
• Align the research pitch with this mission

The workshop will cover

• How do researchers get their foot in the door?
  • Speaking event? Guest blog post? Alumni network?
• Who at a company is the right person to engage?
  • CEO, Head of HR, Research and Development office, External Affairs?
The workshop will cover

- The culture of academia vs. the private sector
- Best practices in communication
- The importance of meeting deadlines

When things go wrong

- Identifying potential risks
- Planning for and avoiding bad research outcomes and bad PR
The workshop will cover:

- Conflicts of interest
- Researcher’s responsibilities, rights, and obligations
- Publishing

By the end of the day, you should have:

- Identified one or more potential collaborators
- Outlined potential entry points into those organizations
- Refined your research pitch
- Considered risks and conflicts of interest
Eligibility

• Assistant professor, postdoc, PhD student advanced to candidacy
• All disciplines welcome—psychology, sociology, gerontology, social work, nursing, economics, demography
• Women and minorities are strongly urged to apply
• Priority given to U.S. citizens and J-1/F-1 Visa holders
• New participants only
• Must be able to attend all (or most) of the workshop

This workshop is right for you if you...

• Are a social or health scientist (not an engineer or bench scientist)
• Have a research question that is best answered by working with private sector data, patients, customers, clients, employees, and/or settings
• Have put some time into thinking about this research and who you may want to partner with in the private sector
• Can commit to attending the full-day event
Application tips

• Be specific!

Who?  What?  Why?

Good research proposals...

• Address why the private sector company would want to collaborate with the researcher. What’s in it for them? What can you offer?

• Explain why the question can’t be answered using other research methods, such as participant recruitment using newspaper adds or Craigslist, data collection with online panels, analyzing publicly available datasets, etc. Why is a collaboration necessary?

• Clearly specify what resources are needed: Access to secondary data? Patients? Employees? Funding?
Bad research proposals...

- Treat the proposed private sector collaborator as a research vendor
- Have nothing to do with health or financial well-being over the life course
- Are not specific enough
- Name research institutes as potential collaborators, not companies
- Simply want funding from the private sector
- Fail to make a case for why the private sector would be interested in or benefit from the proposed research

The skinny

**Applications are due on August 16, 2019**
--**Notifications emailed in early September**--

- JW Marriott Austin, TX; meeting room TBD
- Thursday, November 14 (all day)
- Round-trip travel expenses will be covered (flights to GSA 2019 Annual Scientific Meeting) and reimbursed (2 nights hotel and ground transportation)
- *Note:* We will not reimburse hotel for accepted applicants who do not attend the full-day workshop*

*Participants will be excused to attend one 1.5-hour concurrent scientific session IF they are presenting their research at GSA or they are the session discussant. Participants must communicate about any scheduling conflicts with the workshop organizers in advance.*
Recommended readings

• **Tips for collaborating with industry from a bench science perspective:**
  https://www.the-scientist.com/careers/how-to-successfully-collaborate-with-industry-30012

• **Tips for universities to foster academic-industry collaborations:**
  https://www.weforum.org/agenda/2018/11/3-ways-to-nurture-collaboration-between-universities-and-industry?fbclid=IwAR0l80YpAwyjvmlWRbSAZ2DSBzo2iaEH6jA342nCtsa7KncoY57hY0H15E

• **What makes collaborations succeed?**

• **Other factors that make collaborations succeed or fail:**
  https://journals.sagepub.com/doi/full/10.1177/1440783313492237

• **Researcher’s guide to working with industry:**

Helpful resources

• **Sample sponsored research agreements, NDAs, and data transfer agreements from Stanford:**
  https://ico.sites.stanford.edu/other-agreements

• **Information on NDAs from MIT:**
  http://nda.mit.edu/

• **Sample data use agreement from MIT:**

• **Sample research agreement from Harvard:**
  https://otd.harvard.edu/upload/files/Sample_Basic_Research_Collaboration_Agreement.pdf
Questions?

• About the workshop?
• About mentoring?
• About the application?
• About eligibility?
• About travel?

Learn more and apply here:

http://longevity.stanford.edu/science-industry/

Other questions? Contact the organizers:

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