Corporate Engagement

Kara Moore Associate Director
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Northwestern
Corporate Engagement | What We Do

Find & Meet Industry Contacts
- Help faculty and staff find and meet industry contacts in R&D, tech scouting, corporate foundations, university relations and more

Background Information
- Provide background information on current relationships between companies and the entire university

Proposals
- Review proposals and supporting correspondence to formal and informal corporate grant-makers

Campus Visits
- Administer scheduling, space and provisions for campus visits by corporations
Corporate Engagement | Campus Coordination

- Executive Education
- Economic Development
- Career Services
- INVO
- Sponsored Programs
- Schools
- Student Groups
Corporate Engagement | Who We Are

- **Jim Bray**, Director
- **Tim Angell**, Senior Associate Director
- **Kate Rice**, Senior Associate Director
- **Sheila Kessler**, Associate Director
- **Kara Moore**, Associate Director
- **Emma Walsh**, Program Assistant II
Corporate Engagement | Pre-Award

- Identify Industry Funding Opportunities
  - If Research Funding – we work with ORD
  - If Program Funding – we send to all relevant parties
  - Ensure limited submissions coordination

- Help with Proposal Development
  - Help with common (and uncommon) deliverables
  - Indirect costs
  - Collaborate with OSR and ORD
Corporate Engagement | Post-Award

• Appropriate accounting for grants, awards, gifts
  • Checks, Wire Transfers, In-kind
  • Gift vs Grant
  • Coordination with OSR, OGC, ASRSP

• Relationship Management
  • Share appropriate information
  • Find new corporate connections for PIs and Administrators
Corporate Engagement | Dashboards

Dashboard Highlights:
- Metrics
- Philanthropy
- R&D Snapshot
- Key Leaders & Alumni
- Recruiting
- Recent Involvement
- Company Profile

Source: Corporate Engagement Dashboards (Kara Moore)
What We Do: Examples of Highlighting NU Strengths & Faculty Research
Corporate Engagement | Relationship Management & Cultivation

Alignment: Let’s Go Places Together

Northwestern Strengths

– Multidimensional & Adaptive
– Powerful Collaborations
– Pioneering Innovation
– Meaningful Impact

Toyota Smart Mobility

– Interactive Intelligence
– Vehicle Enhancement
– Vehicle Connected Intelligence

Source: Toyota Pitch Deck
Advancing global sustainability and energy solutions through transformational research, interdisciplinary education and public engagement

Dozens of affiliated faculty from 5 different schools across the University

Partnerships with several companies, active participation on executive council

**Research areas:**
- Creating sustainable cities and managing the risks of climate change
- Solar energy and fuels
- Catalysis and sustainable materials
- Nanotechnology for environmental remediation
Partnering with You
Corporate Engagement

Next Steps

- Reach out to us to brainstorm companies or gather intel on corporate campus information
- Update NU Scholars with PI information
- Sign up for the Foundation Relations & Corporate Engagement RFP newsletter

Corporate Funding Opportunities

Current funding opportunities sorted by deadline. Refer to Student and Small Project Funding Opportunities.

**Baxter: Fluid Systems Evidence Council**
- **Award**: up to $200K **Deadline**: 9/21/16
- The objective of the Clinical Evidence Council in regards to Fluid Systems is to stimulate and support Investigator Initiated Research projects associated with the use of either Infusion Pumps or Electromedics.

**Pfizer: Patient Perceptions in the Management of Psoriatic Arthritis**
- **Award**: median award amount is around 50,000 to 60,000 USD **Deadline**: 9/30/16; application opens on 8/7/16
- Supports academic research in computer science, engineering, and related fields. Awards are structured as unrestricted gifts to universities and are designed to support roughly the cost of one graduate student for one year of work.

**Google Faculty Research Awards**
- **Award**: up to $100K **Deadline**: 9/30/16
- Research projects that fall within Sony’s current general research interests, spanning a wide number of emerging technology categories including: Artificial Intelligence, Internet of Things, Virtual Reality, Autonomous Driving and Robotics. This award will help Sony catalyze and expand the creation of new concepts, by building on existing research through university partnerships.

**Sony Focused Research Award**
- **Award**: up to $150K **Deadline**: 9/30/16
- Through close collaboration with Sony’s own in-house research team, academic faculties can explore new and developing research across a number of themes including: Sensor Fusion for Automotive Application, Image-based Photo-realistic Rendering, High-accuracy Inertial Navigation System and Evolving Reinforcement Learning.
Thank You & Questions