

# Research Ecosystem : industry Perspective

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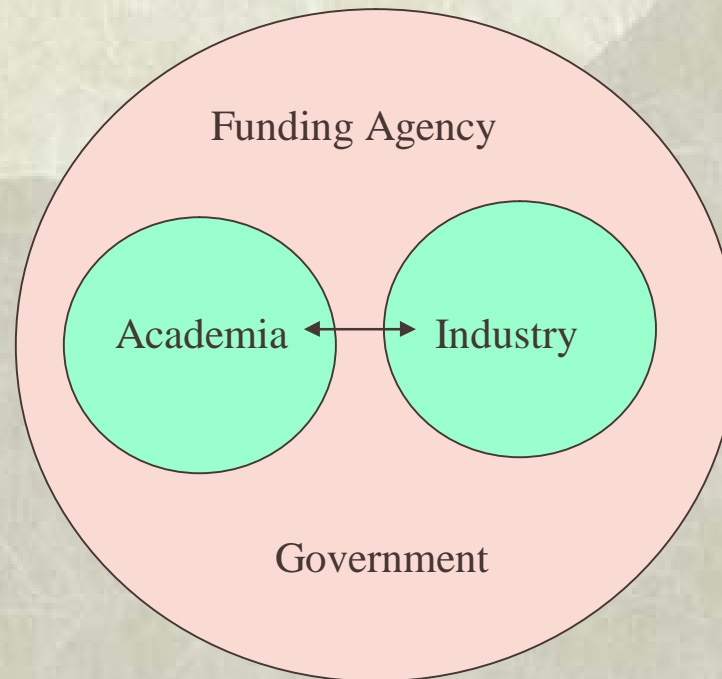
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# Research Ecosystem : industry Perspective

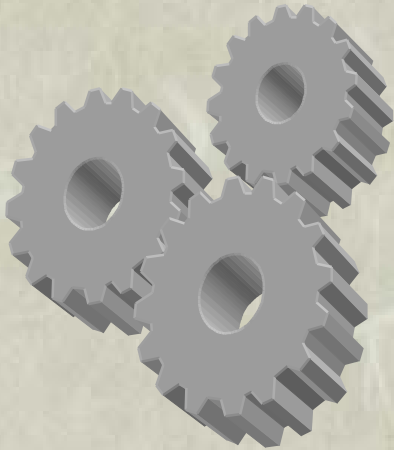
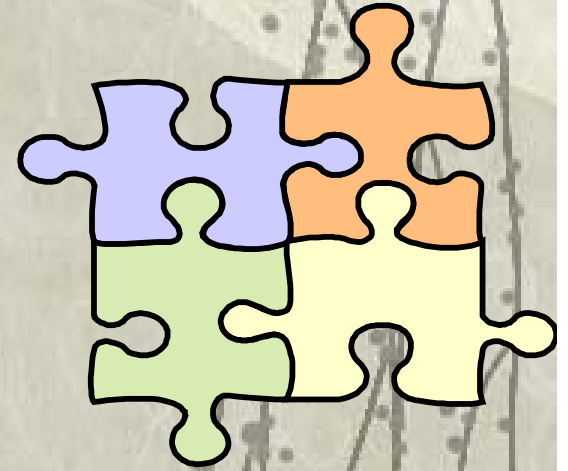
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***Funding Agencies and Government are major stakeholders in the eco system.***

# Research Ecosystem : industry Perspective

- ❖ Goal Alignment
- ❖ Systems & Processes
- ❖ Enablers & Enhancers
- ❖ Role of IITans



## Goal Alignment

	Academic Perspective	Industry Perspective
Challenge of task	Opportunity to be creative	Market Focused
Peer recognition	to publish papers; to present in conferences	Proprietary
Resource Support	Sustained funding for Graduate Students	Project based
Interaction with industry	Consulting role in deployment phase	Governed by value propositions

***Results in IP, indemnity and confidentiality issues.***

***Further aggravated by funding Agency goals***



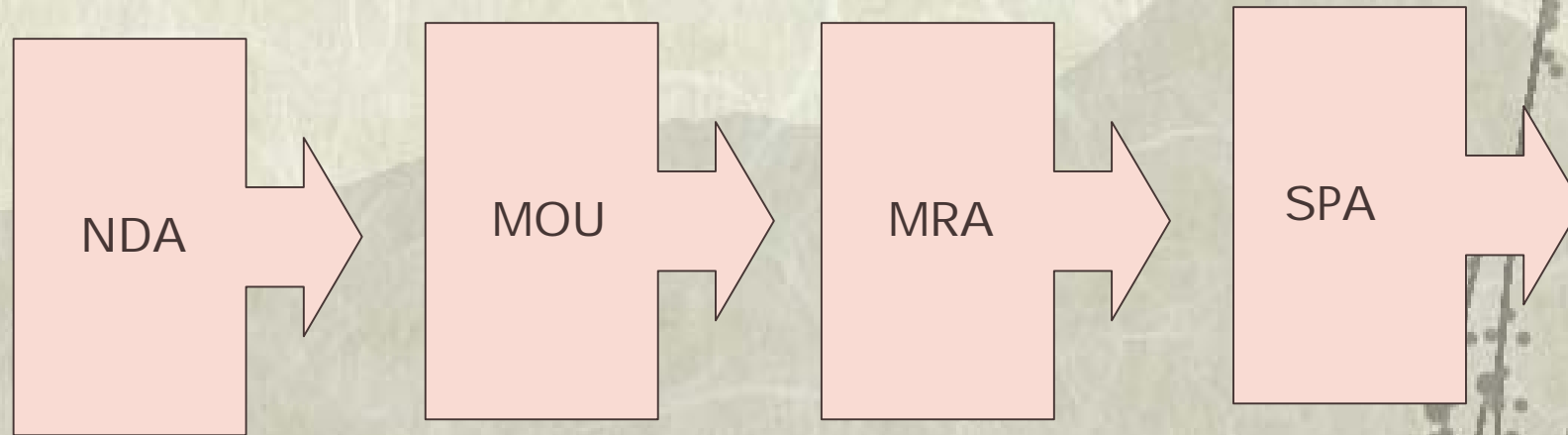
## Systems & Processes

	<b>Academic Perspective</b>	<b>Industry Perspective</b>
Scope Definition	Open ended with considerable latitude	Tightly Defined
Time Management	Overshadowed by goal accomplishment	Tightly Specified
Cost Control	Subordinated to goal accomplishment	Mission critical
Resource Management	Multi tasking ; shared resources	Dedicated resources preferred

***Project management expertise fills this gap***

# Suggested Governance Model

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NDA : Non disclosure Agreement

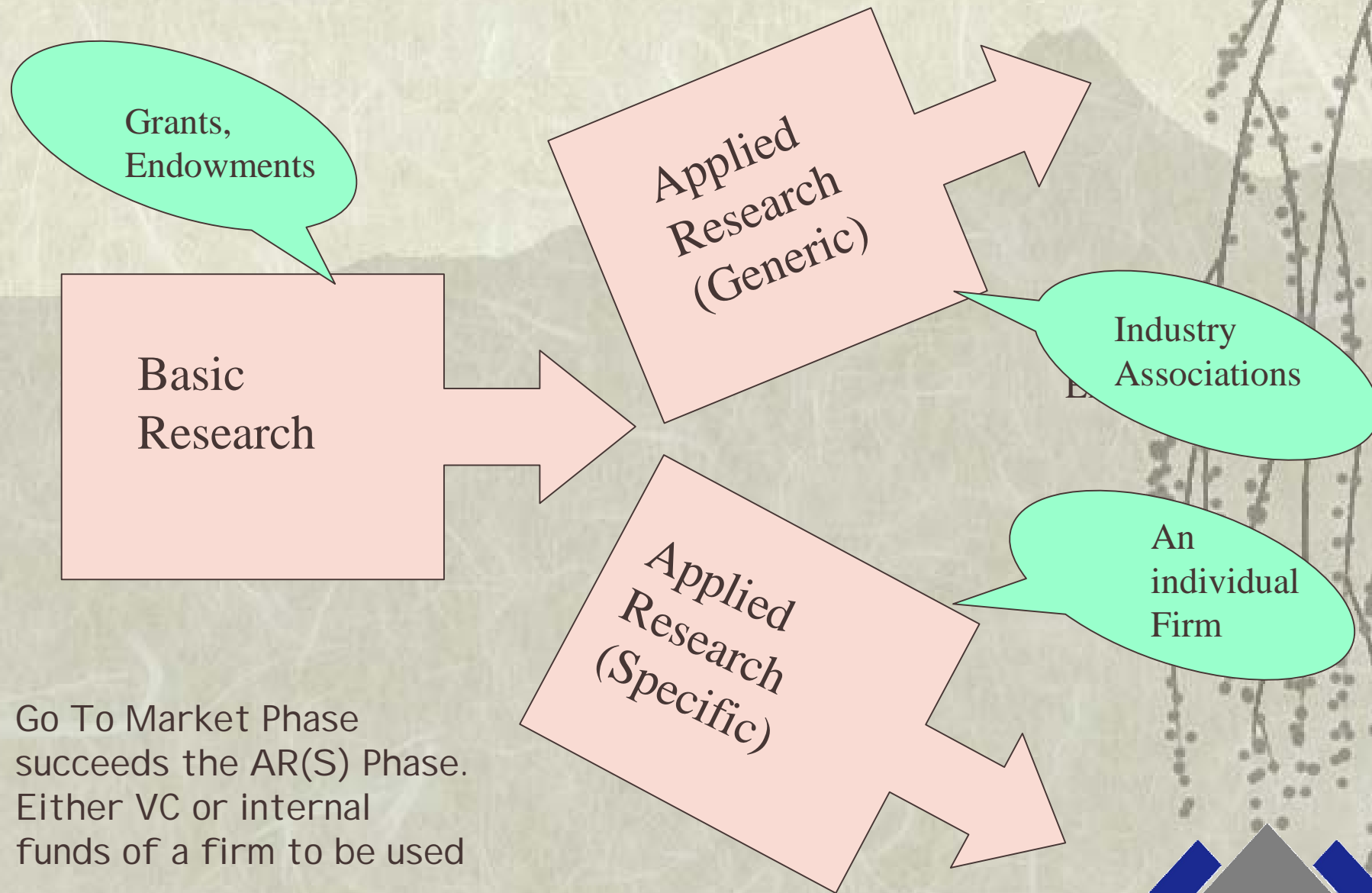
MOU : Memorandum of Understanding

MRA : Master Research Agreement

SPA : Specific project Agreement

# Suggested Funding Model

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Go To Market Phase  
succeeds the AR(S) Phase.  
Either VC or internal  
funds of a firm to be used  
here.

# Enablers & Enhancers

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## Enablers

- Internships
- Industry Advisory Boards
- Student competitions
- Rewards & Recognitions

## Enhancers

- OTC
- Industry Mentors
- Industry Advisory Boards
- Interdisciplinary Centres

## Role of IITans ( Alumni in particular)

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### Enablers

- Review research work
- Mentor students
- Provide support and resources
- Share expertise
- Facilitate data collection

### Enhancers

- Float Proposals
- Validate Research Agenda
- Facilitate Value Constructs
- Guide Go to Market Initiatives