



Office of the  
Vice President for **Research**  
at the university of georgia

## PARTNERING FOR SUCCESS – Part 2

November 5, 2014

Cory G. Acuff, Ph.D.  
Associate Director  
Technology Commercialization Office  
University of Georgia

<http://www.linkedin.com/pub/cory-acuff/4/72b/370/>

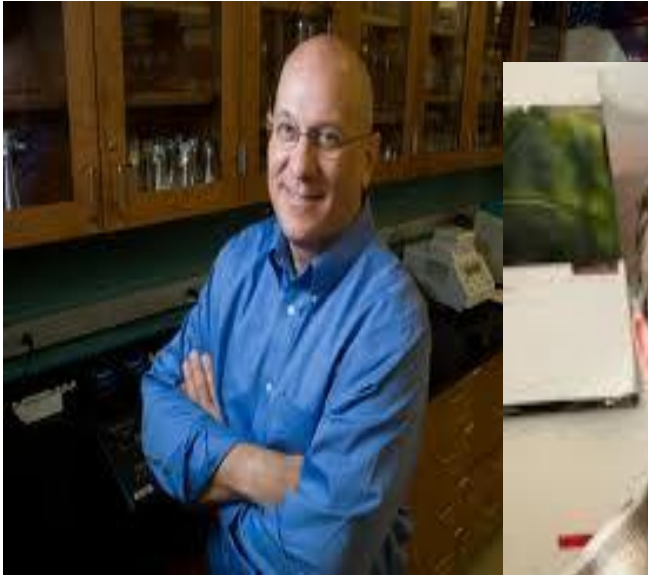
# Bio

- **Background**

- Fifteen years of experience in the field of academic technology transfer and industry business development.
- Developed innovative technology commercialization strategies and faculty outreach practices.
- Focused on creating high value business practices in the academic environment that enhances technology value and marketability.
- Mentored over 50 individuals in technology transfer and intellectual property law.
- Assistant Professor, Department of Physiology

- **Education**

- BS - Chemistry
- PhD – Pharmacology and Toxicology



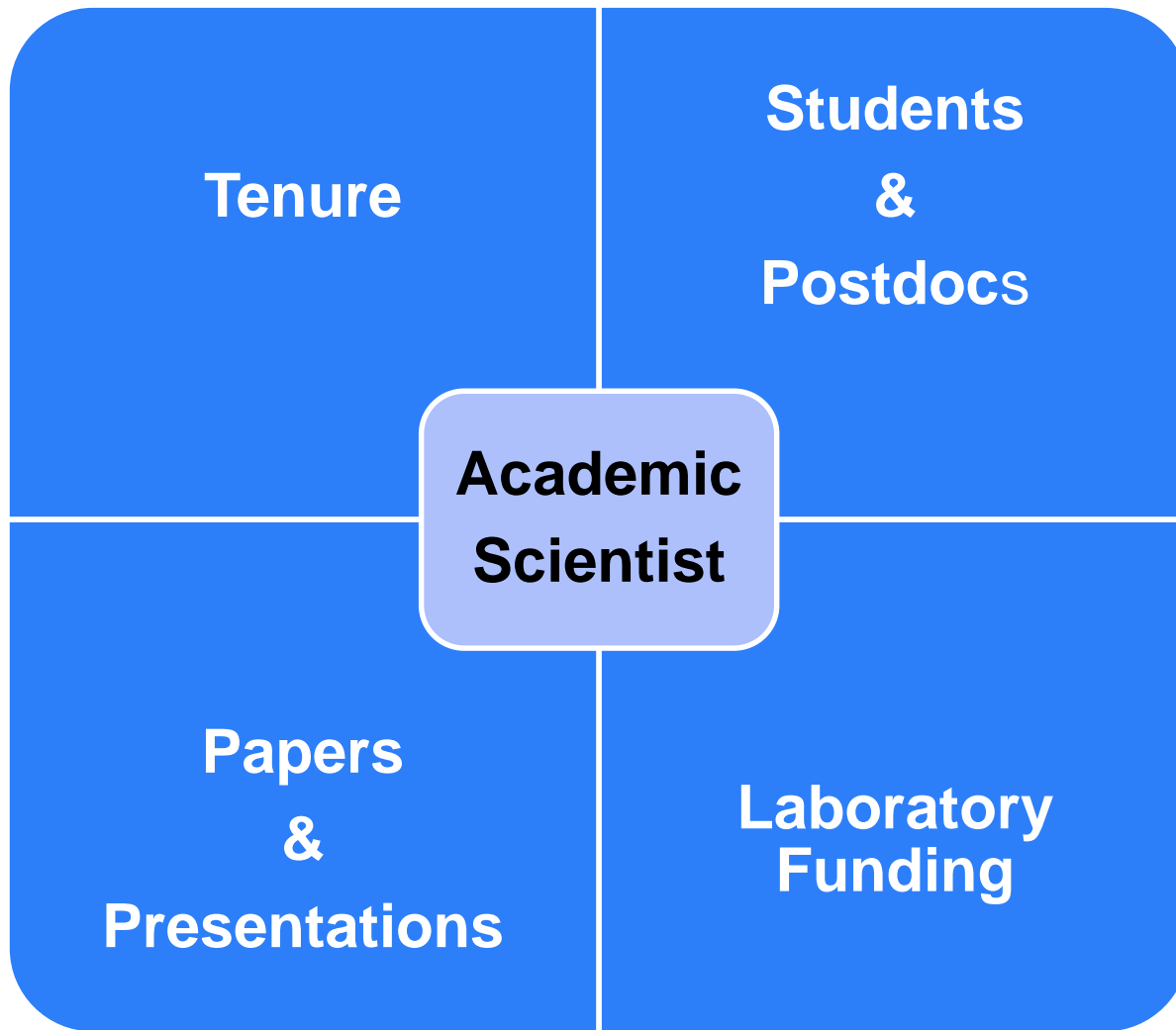
# Academic Research

Studying how and why things work

# University Mission

**Encourage and support innovative interdisciplinary research, scholarship and creative activities to;**

- Promote the physical and economic development of citizens and the world.
- Share knowledge, increase innovation, and deliver the products of our research to the marketplace.



**Universities must reject the “Retail” attitude.**

**State and Federal funding comes with strings attached.**

# Employment Scenario

- You have to come up with 20% - 80% of your own salary
  - Grant funding levels are 3%-12%
- 5 years to obtain at least two (2) 5-year federal grants (R01's)
  - Typically \$1.5M - \$2.5M range (\$250K per year minimum)
  - Let go if unsuccessful
- 3-5 publications required each year
- Teaching and committee activity required
- Manage laboratory staff

# Industry Sponsored Research

## Typical Project

- 6 months – 1 year project duration
- \$30K - \$75K project costs, if any
- No or minimal indirect costs reimbursement (i.e., Administration Overhead in accounting terms)
- Own all the results
- No publication rights

**These projects do not meet any of the requirements for a researcher to keep their job**

# Take Home Thoughts

**With the different needs between academic scientist and industry (rephrase Industry Concerns from earlier slide);**

- How can industry influence the questions addressed by academic researchers?
- How does industry create financial incentives for academia to work with industry?
- How is the best way to encumber industry sponsored IP rights?