PARTNERING FOR SUCCESS – Part 2

November 5, 2014

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

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?