DIGITALIZATION AND UNIVERSITY-INDUSTRY COLLABORATION

Working Party on Innovation and Technology Policy
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SAME COMPANY AT DIFFERENT SPEEDS OF INNOVATION AND HOW IT AFFECTS UNIVERSITY-INDUSTRY COLLABORATION

- Low speed of innovation cycle (+ 5 years)
- Joints-labs at university, e.g. Rolls-Royce University Technology Centers
- MRA / Rights of first refusal

- High speed of innovation cycle (months)
- “Proto start-up” scouting & investments through company venture arm
- MRA / First right to invest
# How Digitalization Has Affected University-Industry Collaboration – Company Perspective

## Goals
- Problem solving
- Talent acquisition
- Enhance Speed of innovation cycles
- Digitize existing products
- Understand the possibilities of digitalization
- IT talent acquisition
- Access to regional innovation ecosystem
- Entrepreneurial culture
- Interdisciplinary

## Selection Criteria
- Familiarity
- Scientific excellence
- Contract conditions and price
- Contract research
- Publicly funded projects
- Conferences
- Proto start-up scouting & investments
- Hackathons for TA
- Funded research with first right to invest (not Right of First Refusal)

## Coll. Formats
- Contract research
- Publicly funded projects
- Conferences
- Proto start-up scouting & investments
- Hackathons for TA
- Funded research with first right to invest (not Right of First Refusal)

## Org. & People
- Central university relations team
- Brokers embedded in regional innovation ecosystems
- Integrated Venture Arm

## Digitalization

[MIT Lab for Innovation Science and Policy](https://www.mit.edu)  
[MIT Innovation Initiative](https://www.innov.mit.edu)
### TOPIC SELECTION
How are your topics for university partnerships aligned to the primary business goals of the company?

### PARTNER SELECTION
What are the primary selection criteria for university partners?
- Access to regional innovation ecosystem
- Entrepreneurial culture
- Interdisciplinarity

### BUSINESS GOALS
What primary business goals drive your university partnerships?
- Identify and understand opportunities for Digitalization
- Speed up innovation cycles
- IT talent acquisition (TA)

### FORMATS
What collaboration formats match your business goals?
- Proto start-up scouting & investment
- Hackathons
- MRA with first right to invest

### PARTNERSHIP EVALUATION
What are the key KPIs and scope of your university partnership evaluations?
- # Investment into start-ups
- # of ideas to product line
- # of IT hires

### PEOPLE & ORGANIZATION
What people and organization support your university partnerships?

Brokers embedded in regional innovation eco-systems & Venture arm.
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