1st Principles: Academic

- Open research
- Dissemination of results
- Long-term impact
1st Principles: Industry

- Improve products
- Increase markets
- Increase profit
- Increase near and long-term impact
Role Swapping

• Universities are a business
• Industry builds research labs

→ Can mean identity crisis

Collaborations should be based on clear agreement
Some Data for SoC:

- Number of collaborations:
  - ~40
- Overall fraction of research:
  - 5% (500K of $11M annual exp.)
- How is IP handled:
  - Each case handled individually
- What is exchanged:
  - H/W, staff, speakers, S/W, interns, $
Other Aspects

- Type industry:
  - Spinoffs, Major Corporations, Law firms
- Other interactions/exchanges:
  - Sabbaticals
  - Auxiliary appointments (teaching, student advising)
  - Recruiting opportunities, speaker series
Best Collaboration: HP

- Long duration: ~20 years
- Major Collaborators:
  - Martin Griss (HP)
  - Bob Kessler (Utah)
- Area: Software Reuse, Agent Technology
Worst Collaboration: Non SoC case

- Contract for Mega $
- Difficult set of deliverables
- Huge expenditures run up, but industry refused to pay
- Profs claimed university did not provide adequate environment for work
- Law suits, large costs
Major Challenges

- Common goals
- Cultural awareness
- Clear expectations
- Community building