Office of Strategic Industry Initiatives

Purpose: Increase research opportunities and translation to market through industry collaborations

- Conduit to building industry relationships and championing faculty research
- Increase the number and magnitude of industry supported research projects:
  - Sponsored and/or collaborative research agreements
  - Alliances for seed grants
  - Clinical trials and clinical trial revenue
  - Consultative Agreements (as part of larger alliances)
  - Trainee sharing/internships
- Lower potential barriers to industry related projects
- Build connections across UTHealth to create novel value propositions

Areas of Interest:
- Drug Development and/or Therapies
- Devices
- Software/Apps
- Research Tools
- Consumer Products; Nutraceuticals
- Other...

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Research Collaboration & Sponsorship

A trend in academia:
- U Penn ramps up industry sponsorships as percent of funding jumps from 6% to 15%...
  - Industry-Sponsored Research Management, 2017
- UT Arlington’s strategic plan integrates push for industry partnerships
  - Industry-Sponsored Research Management, 2018
- Emory takes novel approach to engaging industry in “living lab”
  - University-Industry Engagement Weekly, 2019
- Head of new UW-Madison school looking to expand industry-sponsored research
  - WisBusiness News, 2019

OSII Mission: Support initiatives that build and communicate our research portfolio and capabilities to collaborate with industry partners to advance our mission.

Are industrial entities really seeking academic collaborations?

Boehringer Ingelheim boasts numerous university partnerships…

Takeda’s university partnerships a key part of retooled R&D strategy…

Pfizer’s open innovation partnerships a key part of R&D strategy…

- From Industry-Sponsored Research Management newsletter, 2017

Recent Deals (August-September 2019):
- Google Works With Mayo Clinic to Share Health Knowledge
- U-M researcher partners with Apple to study how noise exposure impacts hearing
- Harvard and Merck collaborating to discover new immuno-oncology targets
Research Collaboration & Sponsorship

**Supporting Missions**

**Varies, generally ROI for stakeholders**

**Benefits through Transactions**
- Research and program funding
- Equipment/facility donation
- Commercial perspective in labs
- Expanding faculty knowledge through consulting
- Real world opportunity for students
- Curriculum development

**Benefits through Transactions**
- Industrial focused research that will positively impact market/patient care
- Objective testing ground for new technology — particularly relevant to new or unique assets at University
- Access to university resources
- New technology licensing for commercial purposes
- Support education of future workforce; employment of trained students

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Research Collaboration & Sponsorship

The **Value** that we provide

The **Wants or Needs** of industry

Who Cares?

Avoid

**Our value proposition**

What do we have and where are we going?

What do others have?

How do we compare?

How are we unique?

**Research Collaboration & Sponsorship**

Office of Strategic Industry Initiatives
Our Value: Research Assets

Our Assets:

- $220M in research expenditures annually producing new discoveries and methods
- >1,000 faculty clinicians with diverse expertise
- Clinical -- 1.6M patient encounters, diversity
  - Sources of data and specimens for clinical research/discovery
  - Patients for clinical trials (Investigator-initiated or Industry-initiated)

Our Needs:

- Funding for research – discovery, validation, translation
- Resources for technology development
  - Prototyping
  - Compound Screening
  - Preclinical/clinical drugs
  - Software coding
  - …
- Business/Technical Expertise
  - Regulatory affairs
  - Engineering
  - …

Championing UTHealth: Industry Collaboration

Champion:

- Intensely engages with the objectives and goals of the project and plays a driving role in many of the research-engineering interactions, overcoming technical/organizational obstacles, and propelling the effort through to its final achievement
- Promotes ideas to firms and generates interest to obtain commitment and financial support, acting as a firefighter as needed
- Facilitates relationships and provide a basis for communication on other issues, hereby improving outcomes
- Persuades collaboration partners to adapt and redefine their working goals and plans over the course of a project as needs and environments change.

**Finding a Potential Industry Partner**

OSII can help!

**Identify a potential partner:**
- How does the research fit within the company’s product portfolio and/or business strategy?
- Is the company interested in academic collaborations?
- Do we already have a relationship with the company?

**Developing an Industry Relationship**

Identify a potential partner:
- How does your research fit within the company’s product portfolio and/or business strategy?
- Is the company interested in academic collaborations?
- Do we already have a relationship with the company?

Start a conversation:
- Find a contact (Scientist vs Business Development)
- Share a non-confidential, concise pitch of the collaboration to start a conversation

Keep the relationship alive:
- Follow-up on questions and feedback
- Engage internally to on-board projects
**How to connect?**

- Faculty
- OSII: Current contacts, Establish new contacts
- Publications
- Academic Conferences
- Industry Scientists
- Partnering Conferences
- Making connections to build relationships

**Business Outreach:**
- Business Dev. Reps.
- Medical Science Liaisons

**Non-Disclosure Agreements (NDAs)**

*Share information while protecting it at the same time!*

- Who are the parties? (and who’s authorized to sign!!)
- What is being shared/what is the topic?
- One way vs Mutual
- Requires that information shared is only to evaluate a research or business relationship and NOT for any commercial purposes
- Shared on a need to know basis
- Marked or ID’d as confidential
Elements of an Industry Relationship

Scope of Work:

- Are materials being shared?
- Data?
  - Clinical?
  - Benchtop?
  - Research materials?
  - Other?
- What are the deliverables?
  - Them?
  - Us?

Research Agreement:

- Material Transfer
- Data Transfer and Use
- Sponsored Research
- Collaborative Research
- Others (Consulting, Service)

Checks and Balances: Can we use our assets?

Any data, materials, or other proprietary information:

- No    Yes Did we receive it or any of its parts from outside UTHealth?
- No    Yes Does the MTA/DUA allow it to be used for commercial purposes?
- No    Yes Does any of it involve patient data or materials?
- No    Yes Does the informed consent allow us to use it commercially?
- No    Yes Was it obtained under an agreement? (i.e. SRA, DUA, CTA, NDA)
- No    Yes Under the terms, do we own it? Are we allowed to use it outside of that agreement with third parties and/or for commercial use?
OSII & Early-stage Collaboration

<table>
<thead>
<tr>
<th>Concept Research</th>
<th>Product Development (Prototyping, Drug Screens, etc.)</th>
<th>Testing and Validation</th>
<th>Biz Dev</th>
<th>Market</th>
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<tbody>
<tr>
<td>Idea</td>
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<td>Business</td>
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<td>Discovery</td>
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Industry Collaborations (OSII)
- Confidential Disclosure Agreements
- Proposal Development
- Research Agreements
- Opportunity Mining; Funding Opportunities
- Local Opportunities for Idea Development (i.e. iCorps, VMS)

IP Protection and Commercialization (OTM)
- Patents, Copyrights, Trademarks
- Inter-institutional Agreements
- Technology Marketing
- License Agreements
- Start-up formation assistance

Office of Strategic Industry Initiatives

Select “Successes”:
- Discovery program on novel pathway for breast cancer (GlaxoSmithKline)
- Collaborative device development for new dental product (Zirc)
- Three iAwards granted through sponsored research program (Sanofi)
- New product testing in clinical efficacy (Kiss Industries)

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Newsletter

UTHealth Office of Strategic Industry Initiatives
UTH_OSII

Common Issues that Arise in Negotiation

Basis of Negotiation:
• Scope of the Research Project
• Overall Cost and Timing, if funding provided
• Who is providing resources to the project?

Commonly Negotiated Terms:
• Use of Results
• Confidential Information
• Publication, Review
• Intellectual Property
• Liability and Indemnification

Environment
• Open vs Closed

Management
• Consensus vs hierarchy

Confidentiality
• Public vs Secret

Differences between UTHealth and Industry Partners

Time
• Flexibility vs Deadlines

Office of Strategic Industry Initiatives
Finding pieces to the puzzle...

What is the need?
- Prototyping
- Idea development
- Compound Generation/HTS
- Animal Models
- App Development

Resources
- Company Partners (pharma, IT, etc.)
- I-Corps/Venture Mentoring
- Design Kitchens, i.e. UT BME
- Start-up company validations
- Services