

# RESEARCH INNOVATION OFFICE

*Industry Liaison + Technology Transfer*

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*Industry Liaison Manager*

UNIVERSITY  
of GUELPH

IMPROVE LIFE.

**31 projects funded worth  
\$7.16 M**

## **KNOWLEDGE MOBILISATION**

Getting new solutions in the  
hands of end users



## **INDUSTRY LIAISON**

Building partnerships  
with industry



## **RESEARCH**



## **IMPACT**

## **TECHNOLOGY TRANSFER**

Licensing technology to  
industry to create new products



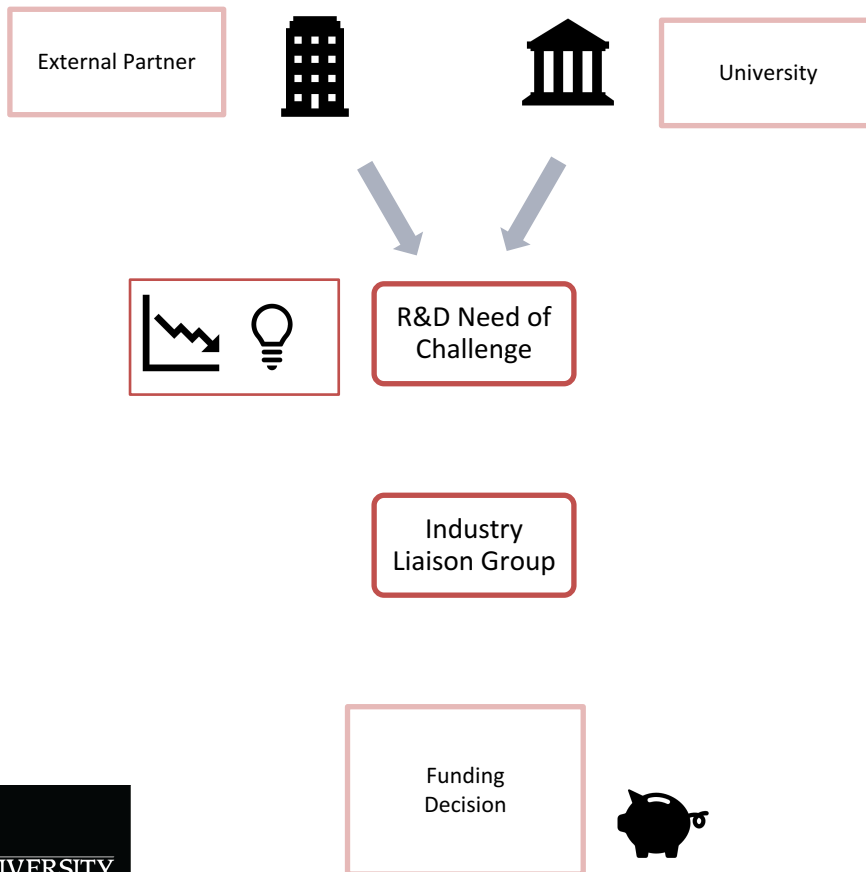
## **NEW VENTURE CREATION**

Connecting and enabling  
entrepreneurs



**15 patents  
177 inventions  
33 licensing agreements  
\$2.7 M licensing revenue**

# INDUSTRY LIAISON PROCESS



- Discovery / Qualification
- Introduction
- Strategic Planning
- Facilitation
- Negotiation
- Review



Goals



Funding



Timing



IP



Confidentiality



Publication

# DEVELOPING PARTNERSHIPS

- A good research partner:
  - has research interests and needs that align with your own
  - brings value to a project
  - is engaged and invested in the project
  - is responsive and willing to work collaboratively
  - is willing and able to commit resources into the project
  - understands the value of your time and the level of commitment you can provide



# A Guide to Research Partnerships

*with the University of Guelph*

**Prepared by:**

The U15 Group of Canadian Research Universities  
The Business/Higher Education Roundtable

**Adapted for the University of Guelph by:**

Research Innovation Office and Office of Research Services

UNIVERSITY  
of GUELPH



RESEARCH  
INNOVATION

# FUNDING AGENCIES

- In Canada, a number of Federal and Provincial funding programs exist that can help to support *pre-competitive* research with external partners and increase impact of collaborative research
- Eligibility criteria for partners may vary
- Programs require that the partner organization can provide an economic benefit to Canada or Ontario
  - R&D and/or manufacturing
- Projects must be research-focused
  - *‘scientifically sound, technically feasible, and promise either to generate new knowledge or to apply existing knowledge in an innovative manner’ \**



\* [www.nserc-crsng.gc.ca/Professors-Professeurs/RPP-PP/CRD-RDC\\_eng.asp](http://www.nserc-crsng.gc.ca/Professors-Professeurs/RPP-PP/CRD-RDC_eng.asp)

# FUNDING PROGRAMS – NSERC ALLIANCE

Program	Duration/ Amount	Description	Parameters	Partners Involved	NSERC Contribution (to total budget)
<b>NSERC Alliance Option 1</b>	1-5yr \$20k - \$1M/yr	Generate new knowledge and accelerate the application of research results to create benefits for Canada.	Rolling Intake, no limit on # applications	<i>Large organization</i> (≥500 FTE)	<b>50%</b>
				<i>SME organizations</i> (<500FTE) <i>Large organizations with SMEs</i> (value chain) <i>Multisectoral partnership</i> (private, public, not-for-profit)	<b>66%</b>
<b>NSERC Alliance Option 2</b>	1-5yr \$20- \$200K/yr	Generate new knowledge and accelerate the application of research results to create benefits for Canada.	<i>Rolling Intake Nonacademic:</i> 2 applications/yr	<i>Public or NFP</i>	<b>100%</b>
	*currently limited to \$100K/yr	*societal benefit component that justifies higher cost sharing from NSERC	<i>Applicants:</i> 1 application/yr (PI) 1 application/yr (co-PI)	<i>Private</i>	<b>90%</b>
<b>NSERC Covid-19 Alliance</b>	1 yr \$50K	Help partners face challenges in relation to the COVID-19 pandemic;  Address partner issues in relation to the COVID-19 pandemic  (short term applications)	Internal deadline <b>May 23</b>	Private (SME or large) Public, or NFP	<b>100%</b>

# KEY CHANGES FROM NSERC CRD/ENGAGE

- *Competitive monthly review process*
  - Merit indicators used to determine funding priority
- *EDI – team & training*
- *In-kind - not leveraged but essential*
- *Option 2 – societal benefit for higher cost-sharing (no Engage style projects)*
- *Partners must do at least one of (in-kind):*
  - Play active role in research activities
  - Utilize the research results and achieve desired outcomes;
  - Play an active role in mobilizing knowledge to generate outcomes
- *Partner documents accessed by partners directly*
  - Partner Organization Form + Profile replace Letter of Support + F183A
  - Ensure clear communication around expectations and share your proposal with partners to ensure alignment – IL team



# FUNDING PROGRAMS - MITACS

Program	Duration/ Amount	Description	Parameters	Partners Involved	Cash Leverage Ratio
<b>Mitacs Accelerate</b>	4-6 months (scaleable units) (MSc – max 4; PhD – max 9)	Supports graduate and postdoctoral level research with industry and NFP organizations.	Rolling intake	Private NFP	<b>1:1</b>  <b>Unit = \$15K</b>  <b>Covid-19 4:1</b>
<b>Mitacs Accelerate Cluster</b>	4-6 months (scaleable units) (MSc – max 4; PhD – max 9)  6 or more interns	Supports graduate and postdoctoral level research with industry and NFP organizations.	Rolling intake	Private NFP	<b>1.22:1</b>  <b>Unit = \$15K</b>
<b>Mitacs Elevate</b>	1 – 2 years	Funding for Postdoctoral research projects (stipend / research expenses)	Spring and Winter calls	Private NFP	<b>1.33:1</b>  <b>Total \$55K/yr</b>

## FUNDING PROGRAMS – OCE

Program	Duration/ Amount	Description	Parameters	Partners Involved	Cash Leverage Ratio
<b><i>OCE AVIN TalentEdge Internship</i></b>	4 months (scaleable units) Undergrad – max 3 MSc/PhD max 6	R&D in the areas of connected vehicles, automated vehicles, intelligent transportation systems, supporting infrastructure, with topics such as electronics, computing, communications, AI/ML, sensors, HMI, multimedia processing	Rolling intake	Private	<b>2:1</b> <b>\$20K/unit</b> <b>(\$5K in kind)</b>
<b><i>OCE AVIN TalentEdge Fellowship</i></b>	1 yr (unit) Max 2 units		Rolling intake	Private	<b>1.4</b> <b>\$85K/unit</b> <b>(\$25K in-kind)</b>
<b><i>OCE VIP</i></b>	\$20K - \$150K/yr 0.5 – 2yr	Collaboration between private sector and post-secondary institutions. Create economic benefit for companies in Ontario in the short-to- medium term	Rolling intake	<i>Private</i>	<b>1:1</b> <b>(50% partner</b> <b>cash spent at</b> <b>company – in-</b> <b>kind)</b> <b>Covid-19</b> <b>flexible:</b> <b>10-25% cash</b> <b>instead of 50%</b>

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