Tools, Technology, Transition

Making it Happen
Connecting the dots

There is an opportunity here for industry to work with CREDC to accomplish technical goals, and have DOE pay for CREDC’s effort

What goes into a industry/academic partnership that delivers adoptable solutions?

1. Willingness to engage. What is the value proposition on both sides?
2. Communicating and understanding objectives
3. Definition of goals & milestones
4. Execution
Value Proposition from Academic POV

Opportunity to

• Work on ‘real stuff’, have real impact
• Work with real data, to test hypotheses, do V&V, discover new issues
• For students to see industry up close
• Sabbatical leaves
• Leverage expertise and resources of industrial partner
• Develop relationship that may lead to further funded work (perhaps from industry partner, often other outside funding)
• Identify commercialization opportunities
Objectives from Academic POV

Recognition
- Referred publication is the coin of the academic realm
  - We need to demonstrate to our peers the perceived value of our work among academic experts in the field
    - Every step of advancement requires this
  - Implies the work involves research and not just development
  - Work that increases success in acquiring funding, winning awards, rising in academic ratings
  - Work that attracts best students and faculty

Societal Impact
- Working towards bettering society
Time to Hear From Audience

With respect to participating in CREDC research in some substantive way...

• What is the value proposition?
• What would be the company objectives?
• What challenges do you see, e.g.
  • Intellectual property issues
  • Lack of corporate comfort supporting pre-competitive research
• Other