

# **COLLABORATION AND FUNDINGS UNIT STRATEGY DOCUMENT**

## **INTRODUCTION:**

The Collaboration and Fundings Unit (CFU) is a strategic unit within the National Center for Artificial Intelligence and Robotics (NCAIR) with the purpose of exploring and executing collaboration opportunities, finding funding sources and driving business development. The CFU will play a critical role in ensuring the NCAIR's sustainability and growth through external collaborations and funding opportunities. The focus is to seek out funding opportunities and build relationships with partners to increase the impact of the NCAIR's work.

**GOAL:** The goal is to increase the NCAIR's funding portfolio through effective collaboration, partnership building, grants hunting and business development activities.

## **OBJECTIVES:**

- To identify, develop and maintain partnerships and collaborations that support the NCAIR's mission and objectives.
- To identify, pursue and secure funding opportunities through grants and other funding sources.
- To support business development efforts through the identification of new opportunities and the development of partnerships and collaborations.

## **KEY ACTIVITIES:**

### **Collaboration and Partnership:**

- Develop a comprehensive database of potential partners, including corporations, foundations, government agencies, and other non-profits.
- Identifying and evaluating potential partnership opportunities.
- Establish a regular outreach program to build relationships with potential partners.
- Create and implement a strategic plan for collaboration, including the identification of shared goals, joint projects, and opportunities for cross-promotion.
- Establishing and maintaining relationships with key stakeholders and partners.
- Negotiating and executing partnership agreements.

- Monitoring and evaluating the impact of partnerships on the organization.

### **Grants Hunting:**

- Conduct thorough research and analysis of available grants and funding opportunities.
- Develop and submit high-quality grant proposals that align with the NCAIR's mission and objectives.
- Build relationships with funders to increase the likelihood of securing future funding.
- Negotiating and executing grant agreements.
- Monitoring and reporting on the progress of funded projects.

### **Business Development:**

- Conduct market research for new business opportunities.
- Identifying and evaluating new business opportunities.
- Foster relationships with key stakeholders and decision-makers in target markets to increase the NCAIR's visibility and credibility.
- Developing and executing business development strategies.
- Negotiating and executing business agreements.
- Monitoring and reporting on the progress of business development initiatives.

### **STRATEGIES AND TACTICS:**

- **Networking and Outreach:** Build relationships with key players in the funding and partnership community through attendance at conferences, events, and networking opportunities.
- **Partnership Development:** Actively seek out new partnerships and collaborations and work to build strong relationships with current partners. The team will conduct regular check-ins and provide regular updates on our progress.
- **Grants Management:** Establish a robust grants management system to ensure that we are efficiently tracking and managing our grant applications, awards, and reporting requirements.
- **Business Development:** Conduct market research and analysis to identify new business opportunities and develop a business plan to pursue these opportunities. The team will also work to create a strong brand and market presence for the NCAIR.

## **IMPLEMENTATION:**

### **Collaboration and Partnership Building:**

- Assign a dedicated team member to lead collaboration and partnership efforts.
- Establish regular outreach and communication with potential partners.
- Host events and workshops to build relationships and promote collaboration.

### **Grants Hunting:**

- Assign a dedicated team member to lead grants hunting efforts.
- Utilize grant management system to streamline the grant application process.
- Provide grant writing training and support to team members.

### **Business Development:**

- Assign a dedicated team member to lead business development efforts.
- Develop and implement a comprehensive marketing and communication plan.
- Foster relationships with key stakeholders and decision-makers in target markets.

**MEASUREMENT AND EVALUATION:** The success of the Collaboration and Fundings Unit will be measured by the following KPIs:

- **Partnership and Collaboration Metrics:** Track the number of new partnerships established, the value of these partnerships, and their impact on Center's mission.
- **Grants Management Metrics:** Track the number of grants and other fundings applied for, the success rate of our grant/fundings applications, and the total value of grants/fundings awarded.
- **Business Development Metrics:** Track the revenue generated from new business opportunities and the impact of these opportunities on our mission.

## **RESOURCES:**

The CFU will require the following resources to execute its strategy:

- A dedicated team with expertise in partnership development, grant writing, and business development.
- Adequate funding to support the unit's operations, including the development of partnerships, grant applications, and business opportunities.
- Access to resources, and tools that support the unit's activities.

**CONCLUSION:**

The CFU will play a critical role in ensuring the organization's sustainability and growth through external collaborations and funding opportunities. The unit's success will be measured through the KPIs outlined above, and the unit will be supported by a dedicated team, adequate funding, and access to necessary resources.