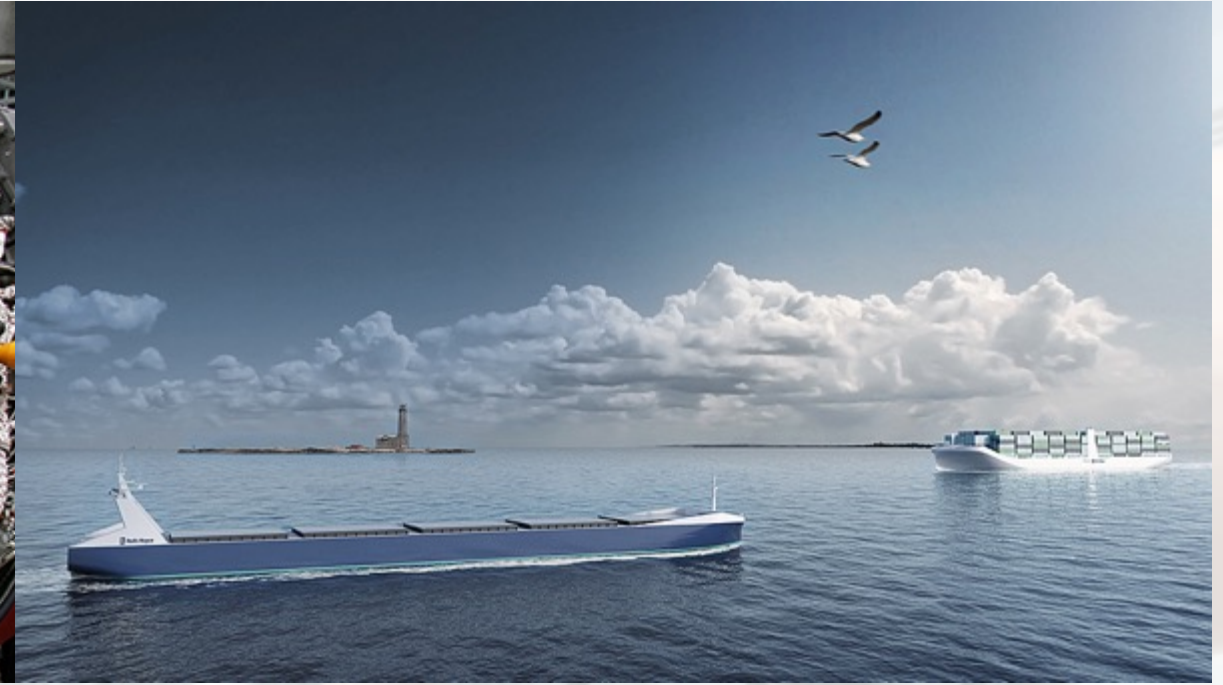
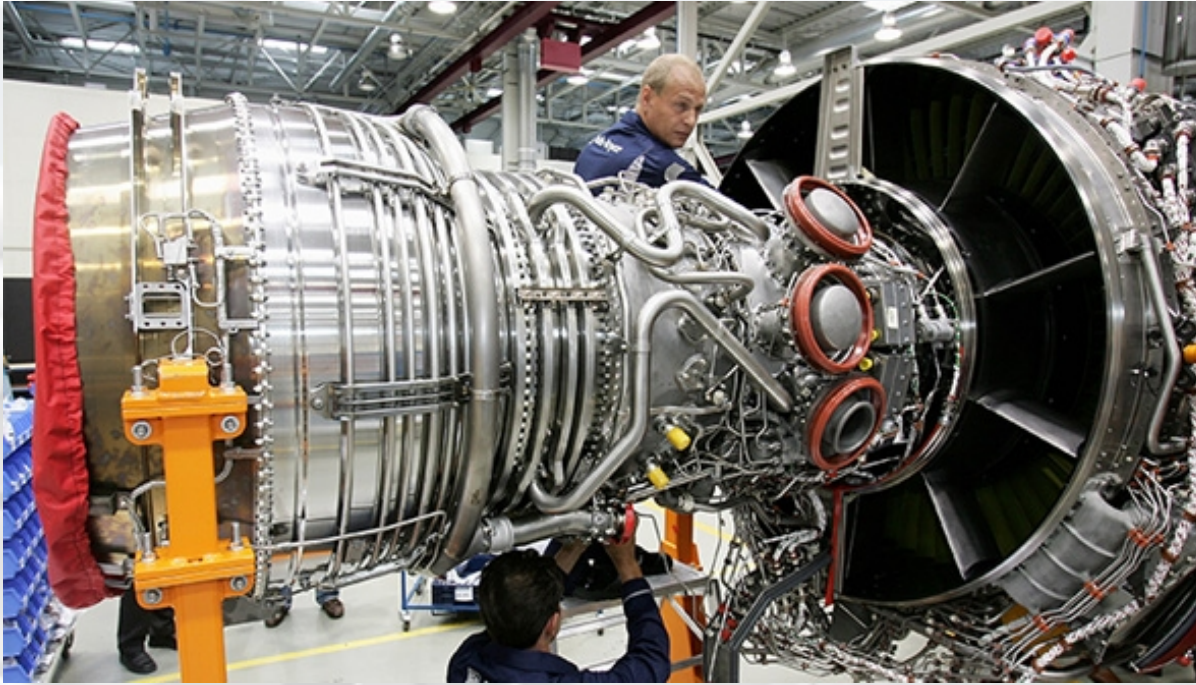


# DIGITALIZATION AND UNIVERSITY-INDUSTRY COLLABORATION

Working Party on Innovation and Technology Policy  
OECD Headquarters, 14 June 2017, Paris

# SAME COMPANY AT DIFFERENT SPEEDS OF INNOVATION AND HOW IT AFFECTS UNIVERSITY-INDUSTRY COLLABORATION



- Low speed of innovation cycle (+ 5 years)
- Joints-labs at university ,e.g. Rolls-Royce University Technology Centers
- MRA / Rights of first refusal

- High speed of innovation cycle (months)
- “Proto start-up” scouting & investments through company venture arm
- MRA / First right to invest



# HOW DIGITALIZATION HAS AFFECTED UNIVERSITY-INDUSTRY COLLABORATION – COMPANY PERSPECTIVE

DIGITALIZATION

## GOALS

- Problem solving
- Talent acquisition

- Enhance Speed of innovation cycles
- Digitize existing products
- Understand the possibilities of digitalization
- IT talent acquisition

## SELECTION CRITERIA

- Familiarity
- Scientific excellence
- Contract conditions and price

- Access to regional innovation ecosystem
- Entrepreneurial culture
- Interdisciplinary

## Coll. Formats

- Contract research
- Publicly funded projects
- Conferences

- Proto start-up scouting & investments
- Hackathons for TA
- Funded research with first right to invest (not Right of First Refusal)

## Org. & People

- Central university relations team

- Brokers embedded in regional innovation eco-systems
- Integrated Venture Arm

Created for: **DigIndustry**

Created by:

Date:

Version: **4.0**

## TOPIC SELECTION

How are your topics for university partnerships aligned to the primary business goals of the company?

Centralized processes (digital affects everything)

2

## PARTNER SELECTION

What are the primary selection criteria for university partners?

3

- Access to regional innovation ecosystem
- Entrepreneurial culture
- Interdisciplinarity

## BUSINESS GOALS

What primary business goals drive your university partnerships?

1

- Identify and understand opportunities for Digitalization
- Speed up innovation cycles
- IT talent acquisition (TA)

## FORMATS

What collaboration formats match your business goals?

4

- Proto start-up scouting & investment
- Hackathons
- MRA with first right to invest

## PARTNERSHIP EVALUATION

What are the key KPIs and scope of your university partnership evaluations?

5

- KPIs:
- # Investment into start-ups
  - # of ideas to product line
  - # of IT hires

## PEOPLE & ORGANIZATION

What people and organization support your university partnerships?

6

Brokers embedded in regional innovation eco-systems & Venture arm.



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