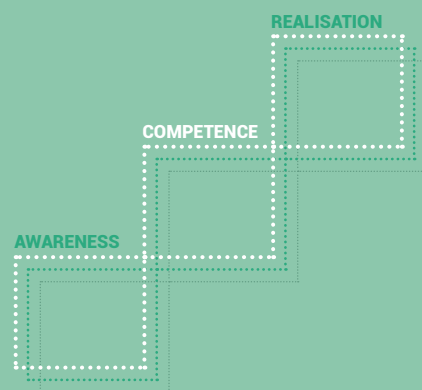


# COMPETENCE COLLABORATION PLANNER

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## DESCRIPTION

The Collaboration Planner was designed by the Science for Society team under AU Corporate Relations and Technology Transfer at Aarhus University. The purpose of this document is to enable junior researchers to communicate successfully with companies and to highlight the value of collaborative work. In short, it is a checklist for collaboration that researchers can use when you want to establish collaboration for the purpose of funding, research collaboration, spinout with your research, or any other form of collaboration.

This tool enables a researcher to:

- a) Learn the process of building relationships
- b) Plan successful collaborations
- c) Understand legal contracts
- d) Communicate value to potential commercial partners
- e) Help both sides set expectations and understand their respective obligations.

The Collaboration Planner document should define and describe the value that is generated for the university and for the company. Moreover, it should highlight who will be involved, what each person will do and when. It will also describe the resources that each party will offer, the duration and location of the research activity and present the budget of the collaboration, including any in-kind payments.

Finally, this document enables the researcher to understand how they can contribute to any contract negotiation related to collaborations. The Collaboration Planner is designed so that the researcher and company will understand the key legal questions in advance and will have time to plan.

If you want to know more about how we have worked with this tool, contact:

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or contact the Tech Transfer office at your university, if you want to know more in general about entrepreneurship and commercialisation.

Acknowledgements: Science for Society team, Aarhus University

**TOOL** RELATIONSHIP BUILDING

1:6



<p><b>1) Technical Problem ("Unmet Need"):</b></p>	<p><b>2) Proposed Solution:</b></p>
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**TOOL** RELATIONSHIP BUILDING

2:6



<b>Need:</b>	<b>Approach:</b>	<b>Benefits:</b>	<b>Competition:</b>

**TOOL** RELATIONSHIP BUILDING

3:6

<p><b>3) University Objective:</b></p>	<p><b>1)</b></p> <hr/>	<p><b>6) University Staff:</b></p>	<p><b>4) Company Objective:</b></p> <p><b>5) Company Staff:</b></p>
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**TOOL** PROJECT MANAGEMENT AND LEGAL TEXT

4:6



<p><b>7) Collaboration Model:</b></p>	<p><b>Historic Interaction and Collaboration Agreements:</b></p>	<p><b>8) Material Transfer:</b></p>	<p><b>9) Key Events:</b></p>	<p><b>10) Publication and PhD Exams:</b></p>



**TOOL** KEY COMPONENTS OF A RESEARCH PLAN

6:6



<p>MILESTONES – REVIEW MEETINGS – FEASIBILITY EXPERIMENTS –</p>	<p>12) BUDGET:</p>



## HOW TO USE THE TOOL

The planner should be used as a guide to manage your activities as a researcher when you are communicating with a company. Follow the guidance document and then complete each text field in your own Planner document to pro-actively design the collaboration. For example, under "Company Objective", you would need to interview the company and demonstrate understanding of the organisation's objective.

### RELATIONSHIP BUILDING

#### 1) Technical Problem ("Unmet Need"):

In this section, the research team should provide a brief summary of the technical problem that they believe is a key problem that exists in society. They should seek to interview end users and a range of companies to test their assumptions

#### 2) Proposed Solution:

Here, the research group should write down their assumptions on why their solution is superior to all other solutions currently in use. Here, it is recommended to follow the NABC principles. NABC has been developed in order to enable a more systematic approach to the understanding of value propositions, or in other words, the value of original thinking. This method enables the idea-makers to present their ideas while at the same time it assesses their value using a range of central parameters. The NABC method was developed in the USA by the Stanford Research Institute ([www.sri.com](http://www.sri.com)). It was originally conceived for the business world, but was later adapted to several other sectors

### 1:2

<b>Need:</b>	Does the collaboration address a key need in society? Who has this problem?
<b>Approach:</b>	State how the collaboration will approach the problem. How does this approach compare with different approaches on the market?
<b>Benefits:</b>	What is the benefit of using this technology in comparison to all other approaches?
<b>Competition:</b>	Who else is trying to solve this problem?

## HOW TO USE THE TOOL

### 3) University Objective:

This section highlights how the collaboration will create "value" for the university's own staff. The research team should explain what they are seeking from the collaboration. Is it only funding? Or does the team need the company to provide additional research infrastructure or further understanding of the customer as an end user? What do junior researchers want from this collaboration? What does the head of the research group want?

### 4) Company Objective:

This section highlights how the collaboration will create "value" for the company. For example, has the company explained how they operate and their business model? Have they explained why the company collaborates with universities?

### 5) University staff:

This section explains which university staff members would be involved in the collaboration

### 6) Company staff:

This section explains what company staff members would be involved in the collaboration

## PROJECT MANAGEMENT AND LEGAL TEXT

### 7) Collaboration Model:

The university may enter into research collaboration in two different ways, as either "co-financed research" or "commissioned research". The basic structures of the two models are determined by the law

The two models differ in a number of areas and set out different ways to manage (or control) the project results, confidentiality, and calculating the price of the work in the budget. In this way, the two models offer the parties different opportunities for pursuing their interests in the agreement

You as a research team should contact the legal office at your university legal office to inquire how your institution handles different kinds of collaboration models

#### Co-financed Research

This section should describe how your university would perform co-financed research with the commercial partner

#### Commissioned Research

This section should describe how your university would perform commissioned research with the commercial partner

## HOW TO USE THE TOOL

### HISTORIC INTERACTION AND COLLABORATION AGREEMENTS:

This section should describe any historic collaboration between the university and the commercial partner, including any previous legal agreements. The research group should evaluate if any other groups at their university have worked with the company before. If there is no previous relationship with this company, the section should present a summary of how the idea of the collaboration emerged.

### **8) Material Transfer:**

This section should explain if any research materials would need to be acquired from the commercial partner and transported to your university or vice versa. Examples could be in-vivo models, assays, or previous prototypes of inventions

### **9) Key Events:**

Fill in here key events in your plan

### **10) Publication and PhD Exams:**

Collaborations may produce potential inventions that could be protected by a patent application. Therefore, this section should explain when research data is made "public". The research group should highlight when they wish to publish and the PhD exam dates of any other university staff involved in the collaboration

### **11) Research Plan:**

The research plan section describes the research activities during the collaboration. It should highlight who would perform each experiment, where the work would be done and the timeframe for the work. This kind of information is best displayed by a Gantt chart. An example is shown below

## HOW TO USE THE TOOL

2:2

Task		Jan	Feb	Mar	Apr	Maj	Jun	Jul	Aug	Sep	Okt	Nov	Dec	Total
Launch meeting at x institution														
Transport of Research Materials														
Experiment 1	PHD1		150.000	50.000										
Experiment 2	PHD1			50.000										
Review Meeting	ALL					MILE-STONE								
Experiment 3	PHD2						150.000	50.000	50.000	50.000				
Experiment 4	PHD2						150.000	50.000	50.000	50.000				
			150.000	100.000			300.000	100.000	100.000	100.000				850.000

The research plan should highlight the different phases of a project. For example, a project may be designed as follows:

Phase (1) Validation of commercial assumptions

Phase (2) Development of prototype

Phase (3) Testing of prototype

### KEY COMPONENTS OF A RESEARCH PLAN

Milestones – Set success criteria for a specified phase of the project.

Review Meetings – Key decision meetings that would review data and release further funding.

Feasibility experiments – Initial experiments performed at the beginning of a project to assess technical risk of the project.

#### 12) Budget:

Describe the budget for each phase of the collaboration.

Should the research be described as sponsored research?

The budget should be milestone-based, such that if initial validation experiments in phase 1 fail, then the collaboration would be directed towards alternative proposed solutions