

# Berkeley Innovation Forum – University-Industry Experience Survey

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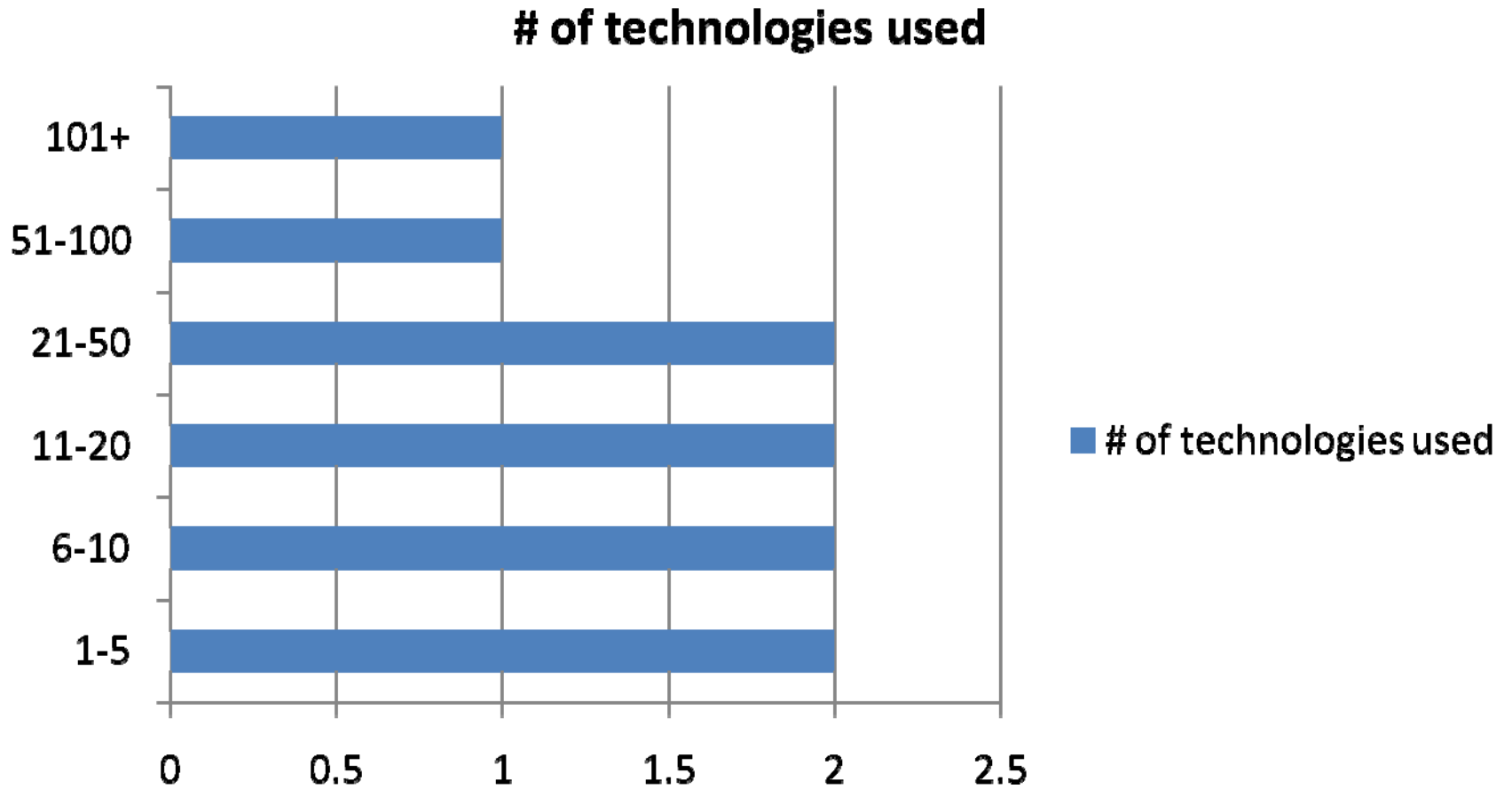
# Purpose of the Survey

- Compile BIF member impressions of relationship with universities as part of their innovation activities
- Probe for how university relationships are structured, and how they are working
- Identify areas of appreciation, and areas of concern for discussion

# Survey Results

- 12 completed surveys (out of 32 companies)
  - Long questionnaire
  - Some sensitivity to sharing information on specific university activities
- 11 of 12 respondents have utilized university technologies in their organization
- Respondents report a wide range in how many universities they work with
  - From 1 to 273!!

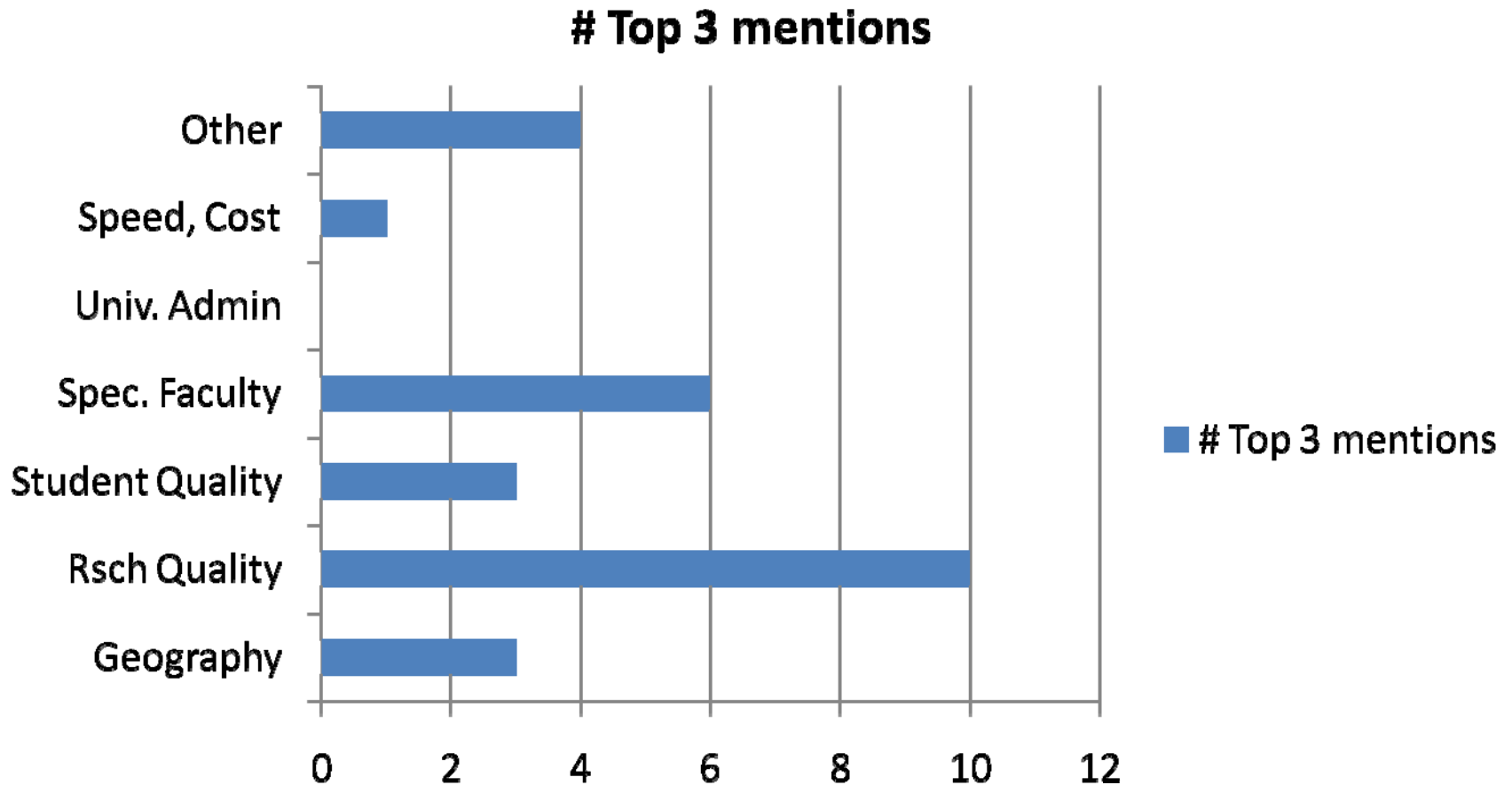
# Results (2)



# Which universities?

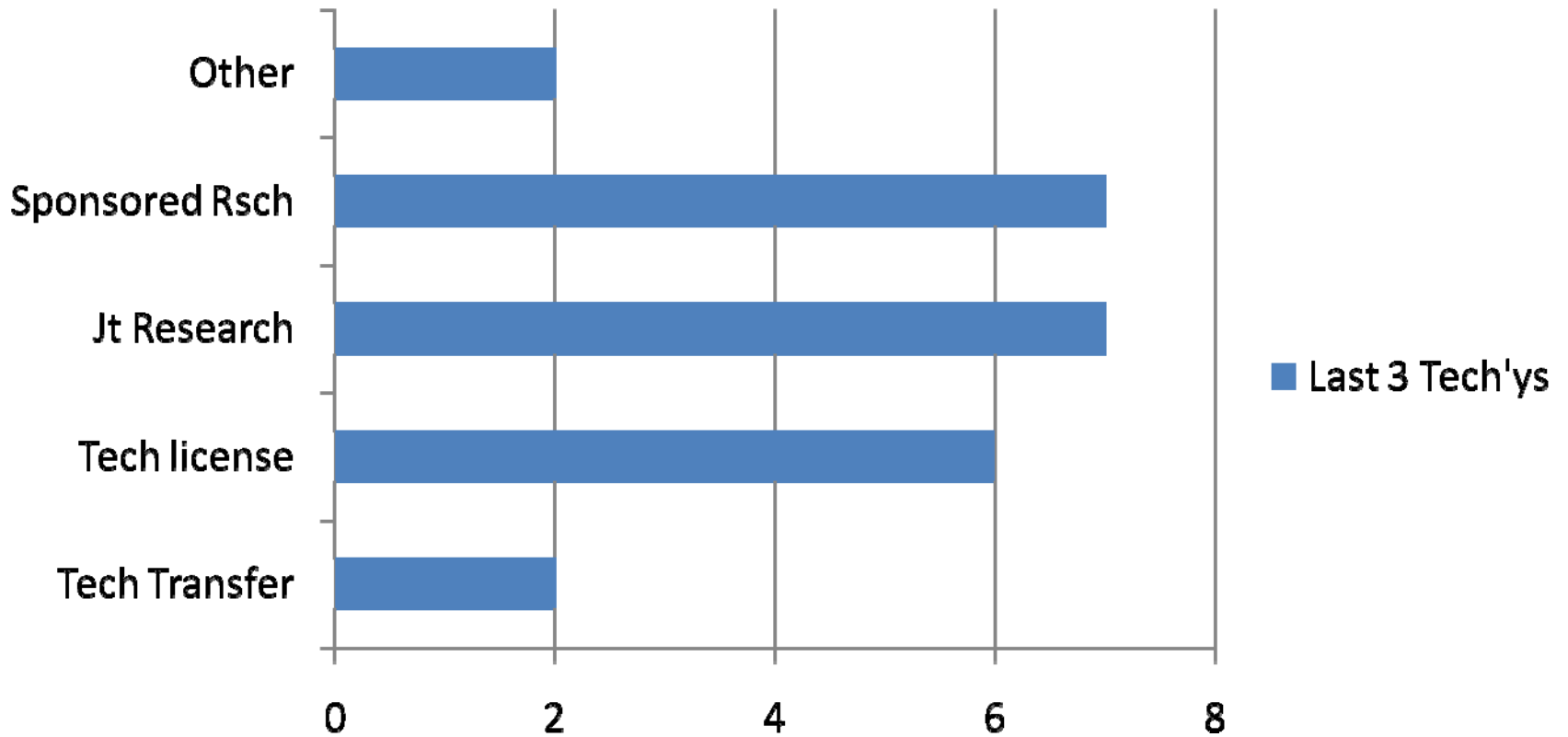
- Far too many mentioned to list
- No university appears on every member's list
- Diverse needs
- Diverse capabilities
- Geographic aspect as well

# Why do you choose to work with a particularly university?

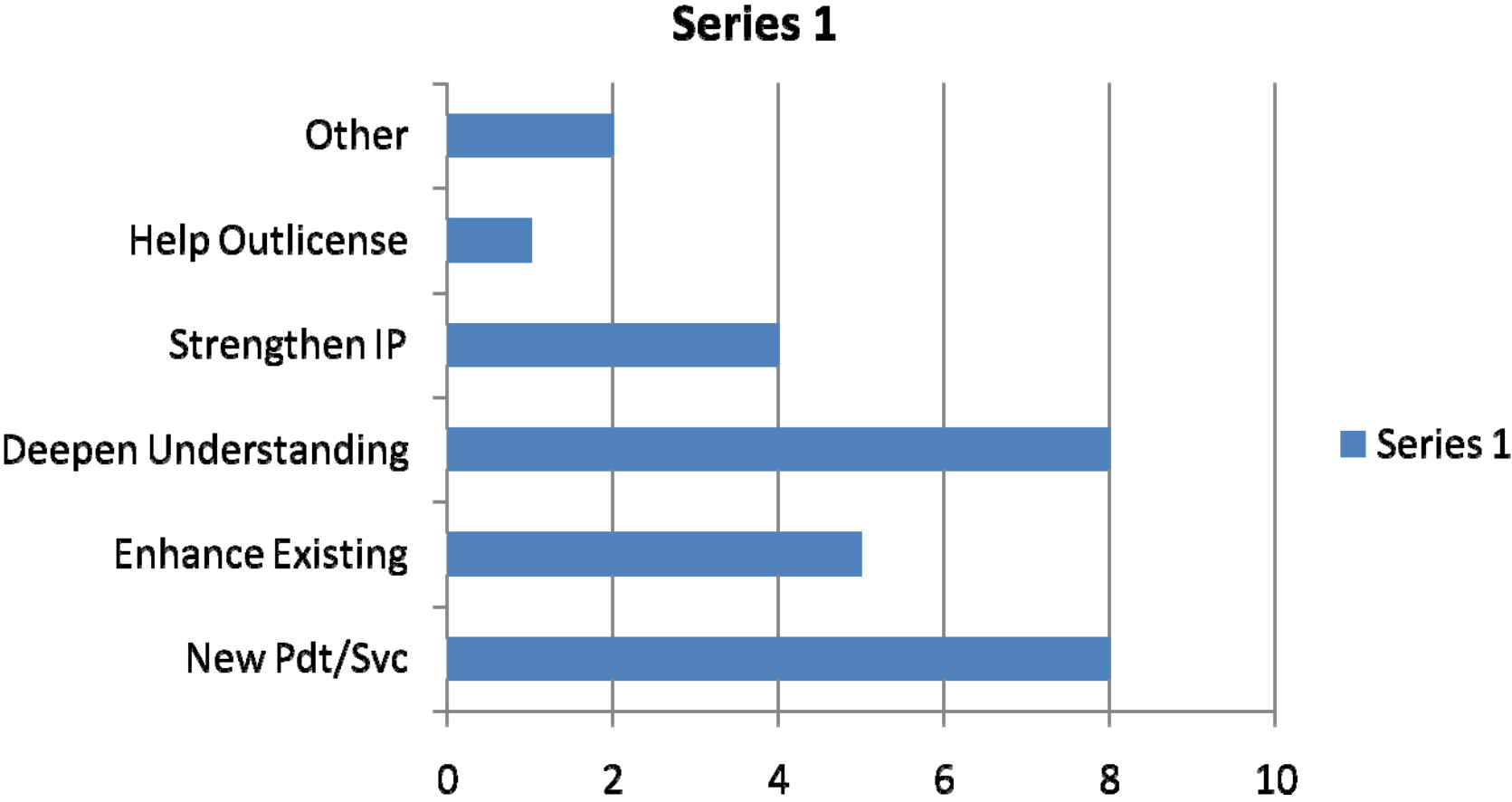


# Type of Relationship

## Last 3 Tech'ys



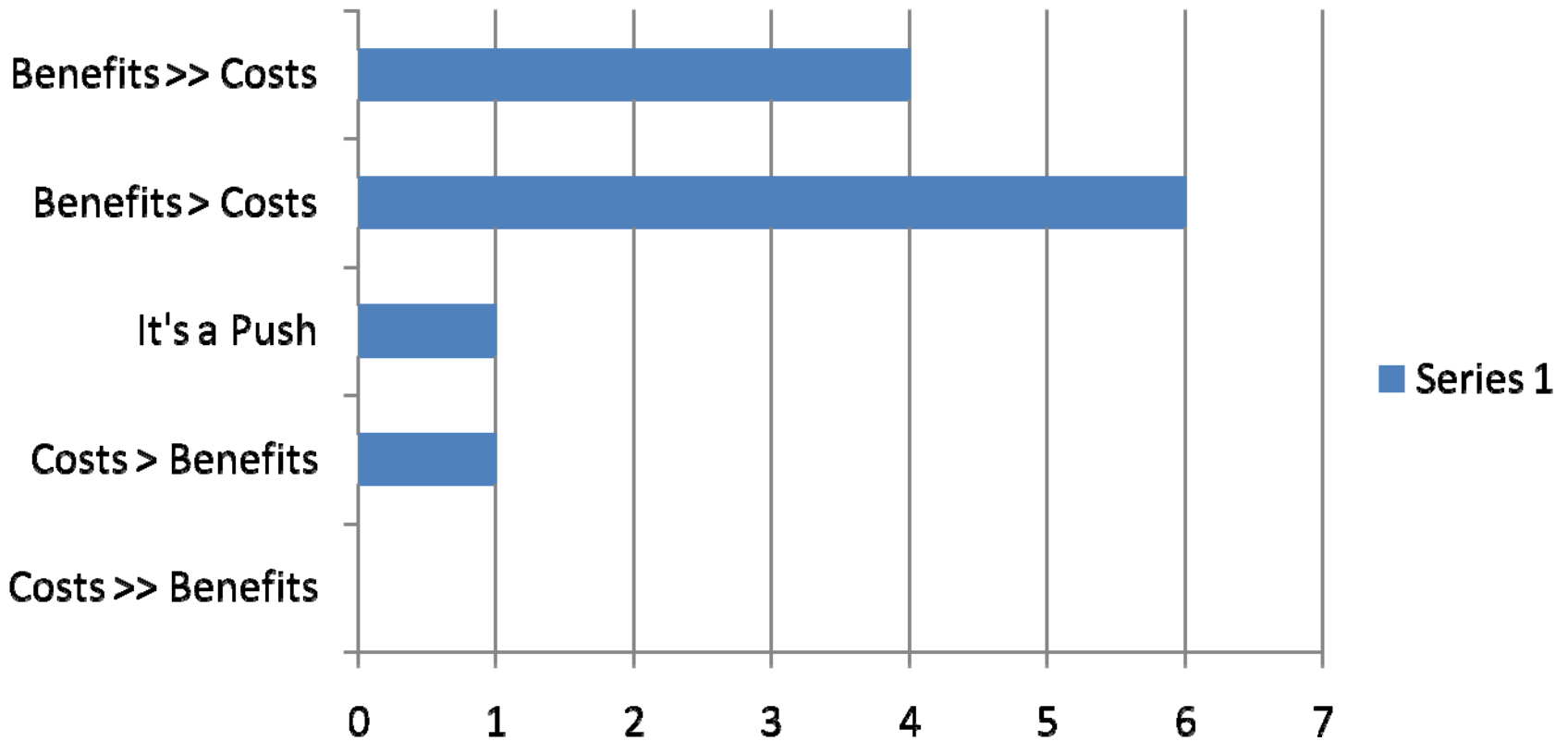
# Primary Purpose of Last 3 Tech'ys



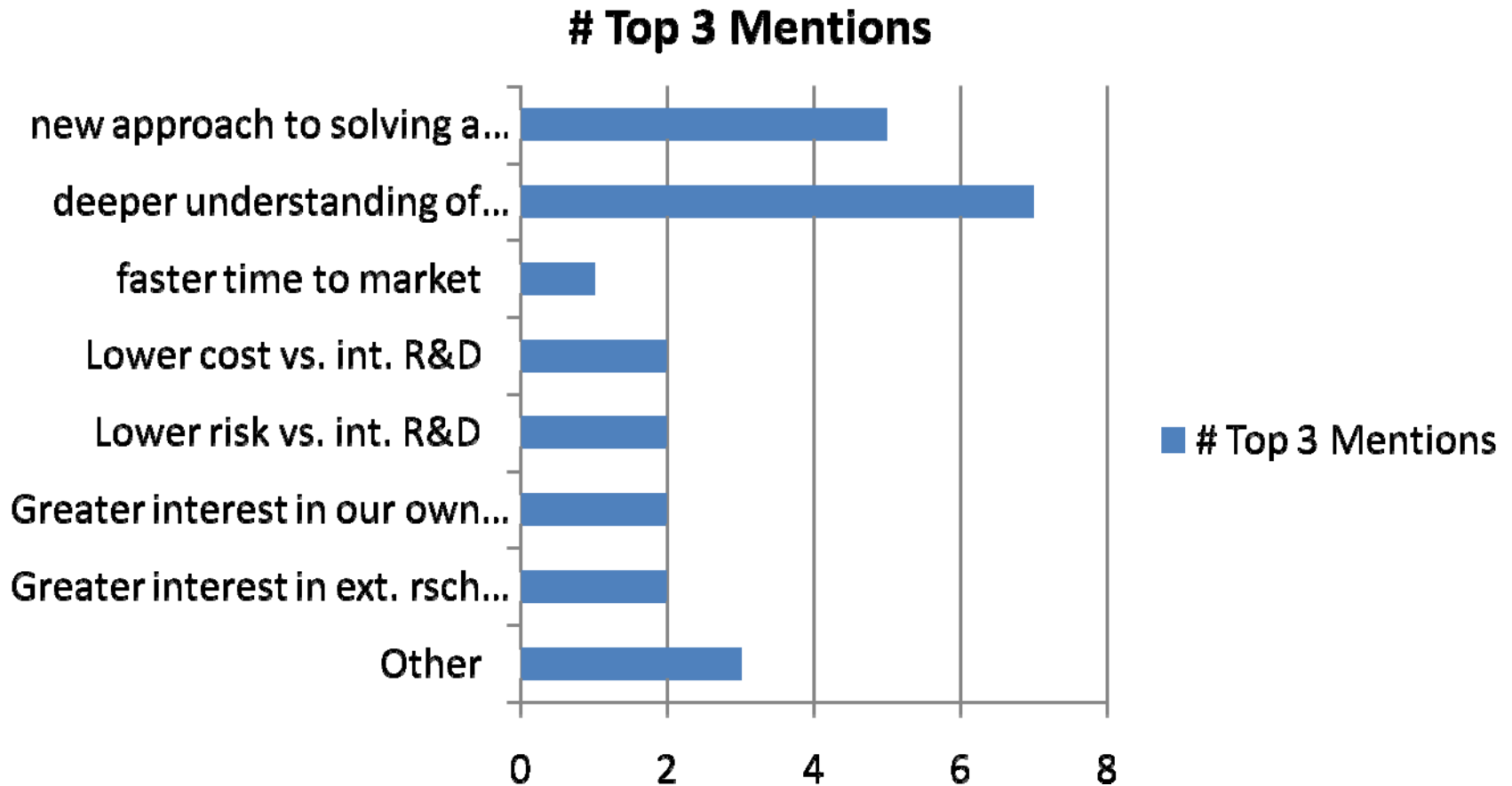


# Benefits vs. Costs

**Series 1**



# Key Benefits of Utilizing University Technology

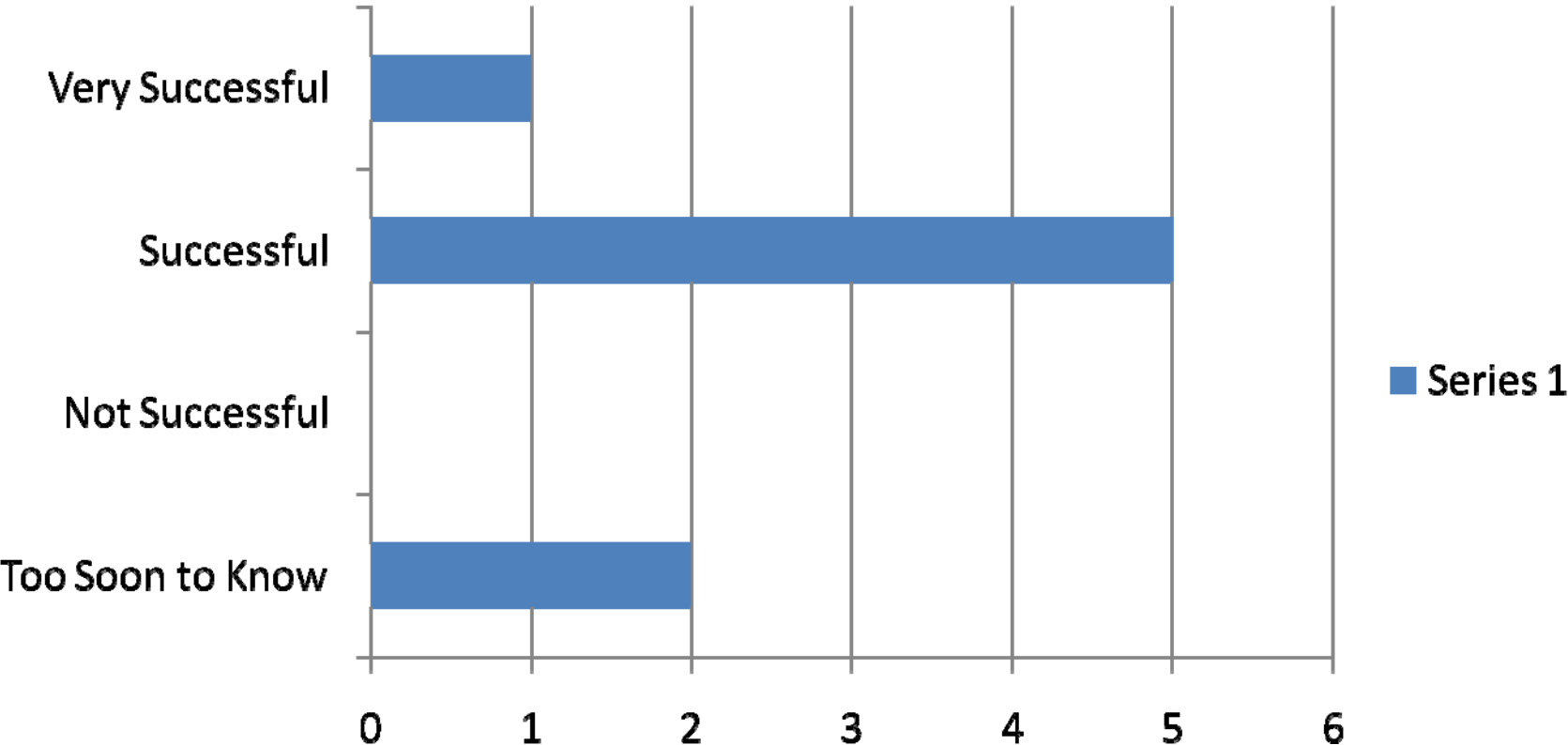


# Have Any University Technologies been taken to market?

- 8 Yes, 4 No
- 3 took 1
- 3 have taken 4-6 tech'ys to market
- 2 have taken more than 10 to market

# How Successful have They Been in the Market?

**Series 1**



# Biggest Benefits of University Technology

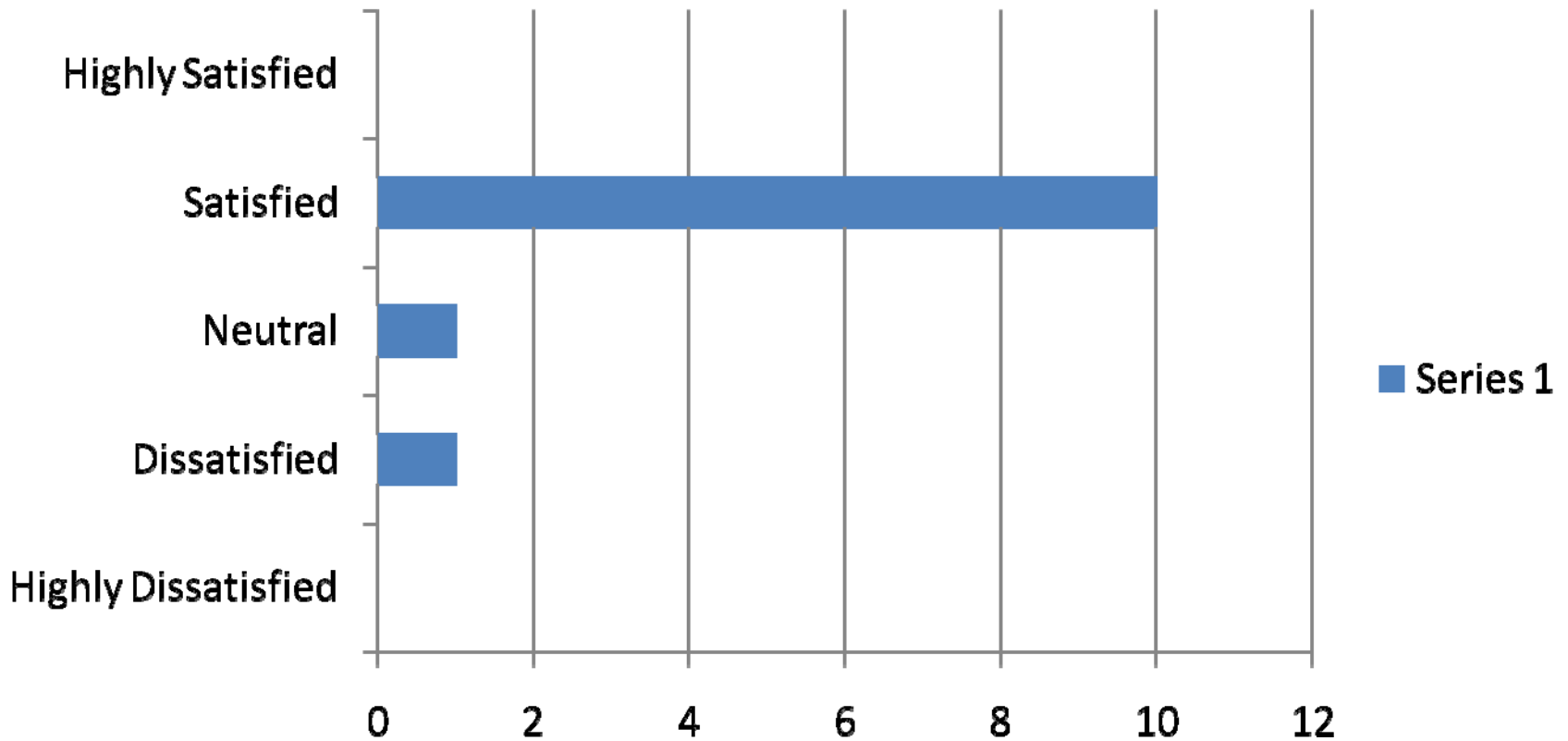
- Better quality research
- Networking within research community
- Ability to try new ideas
- Enhanced basic understanding
- Leveraging University expertise
- Lower R&D cost
- Insight from deeper analysis

# Biggest problems

- Licensing is a headache
- Administrative burden
- Lack of urgency within the university
- Lack of industry knowledge
- Professor leaves!
- Confidentiality

# Overall Satisfaction of Working with Universities

**Series 1**



# Satisfaction, part II

- Will you work with University Technologies again next year?
  - 12 Yes
  - 0 No
- If yes, more, less or same as last year?
  - 4 more
  - 8 same
  - 0 less



# Top concerns to discuss in this morning's workshop?

- “Please consider the relative merits of university research engagement as contribution to and partaking of the public good of contribution to knowledge vs. interactions which focus on gaining proprietary control of intellectual property developed at a university for the purpose of commercial development.”

- “the university contribution is a successful and important part of our innovation process, but it might not be fair to characterize the university contributions as market successes. The other hundred people in our R&D and marketing organizations have as least as much to do with the market success as the university-inspired spark of insight which drove action.”

- “Penn State is great on technology, and really difficult on legal stuff. You can birth the colt, but you can’t get it out of the barn...”
- “University licensing requirements do not understand what industry must do to get a technology to market”

- Tech push vs. Market pull
- Hard to see what's coming next out of universities
- Overheads at universities