

# BUILDING SUCCESSFUL INDUSTRY PARTNERSHIPS



## A Guide for University of Washington Faculty and Staff

CAS Corporate & Foundation Relations helps launch and guide industry partnerships that can provide faculty with access to proprietary technologies and advanced research opportunities. These collaborations support technology transfer and student careers while creating mutually beneficial relationships.

### Why do companies work with the UW?

#### Building Practical Solutions Through Collaborative Research

Companies partner with the UW to co-develop practical solutions to challenging problems by leveraging shared tools, technologies, facilities and faculty expertise. These collaborations often begin with access to University resources and evolve into deeper engagements that strengthen capabilities and accelerate innovation.

#### Risk Mitigation and Cost-Effective R&D

Companies team up with the UW to explore bold research ideas with reduced cost and risk. These partnerships enable early experimentation using shared tools and faculty expertise.

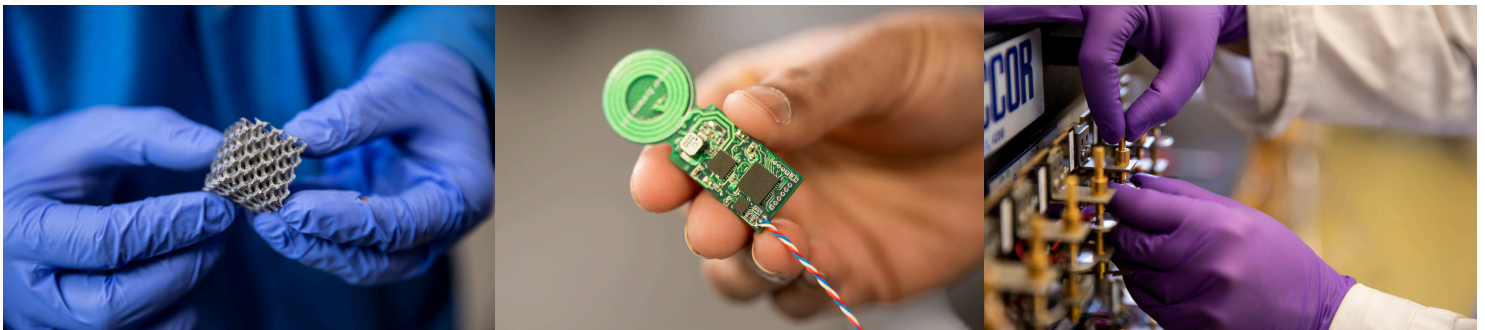
#### Connecting Industry with Emerging UW Talent

Companies partner with the UW to cultivate emerging talent and develop their future workforce pipelines. Corporate engagement opportunities allow students and companies to interact in a variety of ways.



# How does working with companies differ from working with federal funding agencies?

	Federal Grants	Corporate Partners
<b>Timeline Expectations</b>	Multi-year funding cycles that allow time for fundamental discoveries	Short-term timelines driven by market pressures, product launches and quarterly cycles
<b>Success Metrics</b>	Publications, citations, scientific advancement and knowledge creation	Market-ready innovations, patent potential, competitive intelligence, student recruitment
<b>IP Approach</b>	Encourage broad dissemination and public access to research results	Often seek exclusive rights and proprietary access; may request publication delays
<b>Communication Style</b>	Formal proposals, peer review, standardized reporting	Relationship-driven, direct negotiations, ROI-focused presentations



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# How do companies engage with the UW?

## Sponsored Programs

Through sponsored research, companies fund targeted projects addressing technical challenges with commercial potential. These agreements include formal scopes of work, deliverables, IP terms and indirect costs negotiated through the Office of Sponsored Programs.

## Philanthropic Support (Including In-kind Donations)

Philanthropic support for research is non-contractual, and no specific deliverables are required, but companies expect general alignment with their strategic interests. An unrestricted gift is potentially tax-deductible for companies. Companies may also support research through in-kind gifts—such as equipment, software, training or technical support.

## Getting Started

### Contact CAS Corporate Relations Early!

We support companies in identifying potential faculty partners, facilitating introductions and navigating the complex University ecosystem. Our team understands both University policies and corporate priorities. For assistance with engaging with companies, please contact us.



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