

How Not to Research Alone: Creating Meaningful Relationships with Funders

A Research Live Spring 2023 Workshop Series

Series Kick-off January 13, 2023

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Series Creators and Presenters

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Workshop Series Kickoff:



It's All About Relationships

What are the important characteristics of every successful relationship?



No matter the funder, the ideal relationship with them is...



... a long-term one, grounded in shared value and trust.

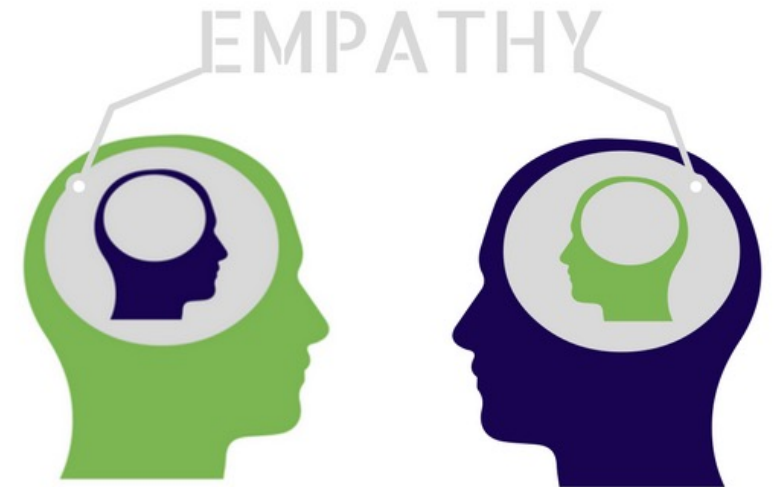
What is Shared Value?

- **Outcomes of the relationship that both you and your funder value, often for very different reasons.**
 - Your Research/Scholarship
 - Your Students
 - Your Impact
- **Establishing shared value creates a true partnership to achieve outcomes and derive value from them.**



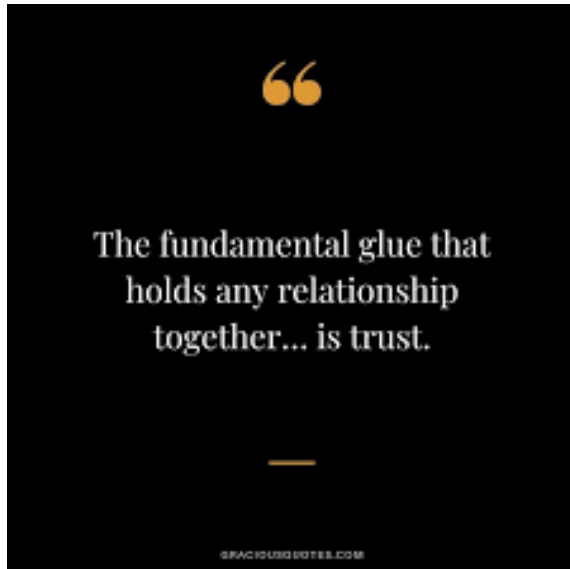
Achieving Shared Value

- **Do you know what your funding partner truly values?**
 - Guessing at what your partner values is a risky proposition.
 - Not knowing results in a short-term relationship, if any at all.
- **Find out what your funding partner values and know it's not static!**
 - What are their needs?
 - What motivates them?
 - What is their reward system?
 - What are their vision and goals?
- **Do some basic *Customer Discovery***



Building and Sustaining Trust

- Trust is the foundation of all long-term relationships.
- Trust is established and maintained through consistent delivery of value to your funding partner.
- Open communication is key!





Fostering a long-term, trusted relationship grounded in shared value will require a different, thoughtful approach to each funder type and individual.

Tailoring your Relationships

Industry Partnerships

Richard Potter, Office of Business Engagement



Federal Funding

Jake Maas, Office for Proposal Enhancement



Foundation Funding

Matt Pruitt, Foundation Relations



Mission Agencies

Marty Bink, Defense and Security Collaborations



The Business of Research: Building Industry Partnerships that Pay

A brief overview

Richard Potter, Director for Business Engagement

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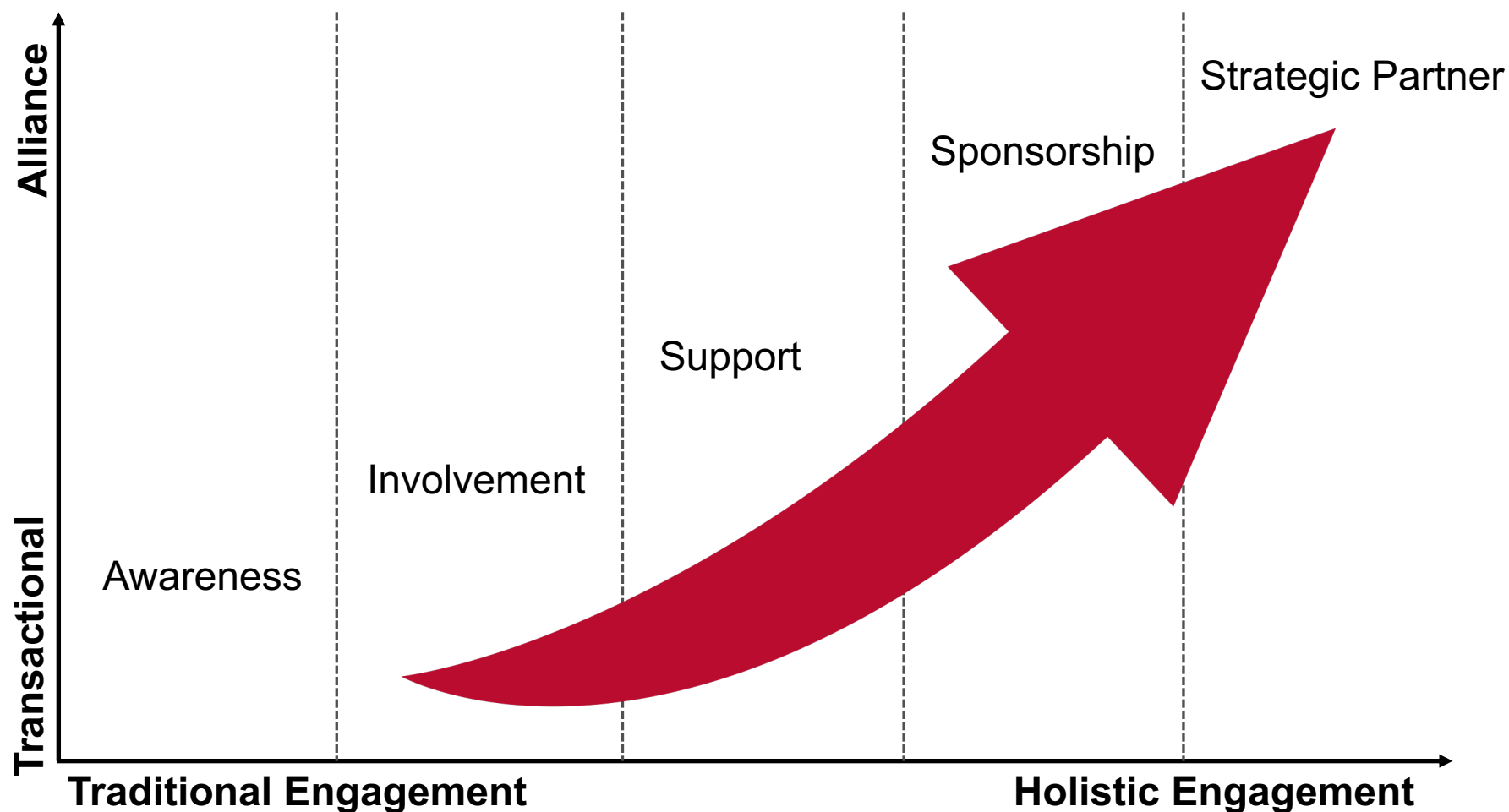
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University-Industry Partnerships

The Office of Business Engagement
at The University of Georgia
cultivates long-term, holistic partnerships with
companies by aligning
university resources with business goals
to help expand the positive impact
of both organizations.



University-Industry Partnerships



University-Industry Partnerships

January 27 session takeaways:

1. Why should you engage in corporate-funded research?
 - Diversify your funding portfolio
 - Access to additional sources of funding (SBIR, STTR)
 - Access to unique resources
 - Insights on industry innovations and new directions
 - Opportunities to commercialize research findings
 - Valuable experience for students



University-Industry Partnerships

January 27 session takeaways:

2. Unique aspects of industry-sponsored research projects
 - Corporations typically do not promote their research needs or priorities
 - It can be challenging to identify corporate partners and corporate contacts that align with your research expertise
 - Timeline to achieve milestones and deliverables
 - The corporate scientist may have more at stake than a federal agency or private foundation program officer



University-Industry Partnerships

January 27 session takeaways:

3. How industry-sponsored research can develop from multiple avenues of engagement

- Student engagement
- Sales and service
- Professional and executive education
- Licensing
- Start-up connectivity
- Consulting



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January 27 session takeaways:

4. Keys to building effective relationships with relevant corporations
 - People in your network: former advisors, colleagues, students may work for potential corporate sponsor
 - Scientific society or professional association for your discipline with active local or regional chapter
 - Regional associations where UGA is a member (e.g., Georgia Bio)



University-Industry Partnerships

January 27 session takeaways:

5. Keys to framing your expertise to appeal to corporate sponsors
 - Corporations probably won't simply fund your research
 - Corporations are looking for innovations and solutions that appeal to customers and enhance shareholder value
 - How you present yourself is as important as how you present your research



University-Industry Partnerships

January 27 session takeaways:

6. Tools and resources to help identify potential corporate sponsors
 - Online search tools (e.g., newsfeeds, D&B Hoovers)
 - Office of Business Engagement
 - Other UGA support units (e.g., Innovation Gateway, Office of Economic Development)



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January 27 session takeaways:

7. Tools and resources to identify the right corporate contacts
 - OBE can help identify UGA alumni employees
 - LinkedIn can help identify key contacts (e.g., research scientists, chief innovation officers)





University-Industry Partnerships

“I’m a great believer in luck,
and I find the harder I work the more I have of it.”

Thomas Jefferson



Navigating Explicit and Implicit Relationships on the Path to Federal Funding

A brief overview

Jake Maas, Director of the Office for Proposal Enhancement

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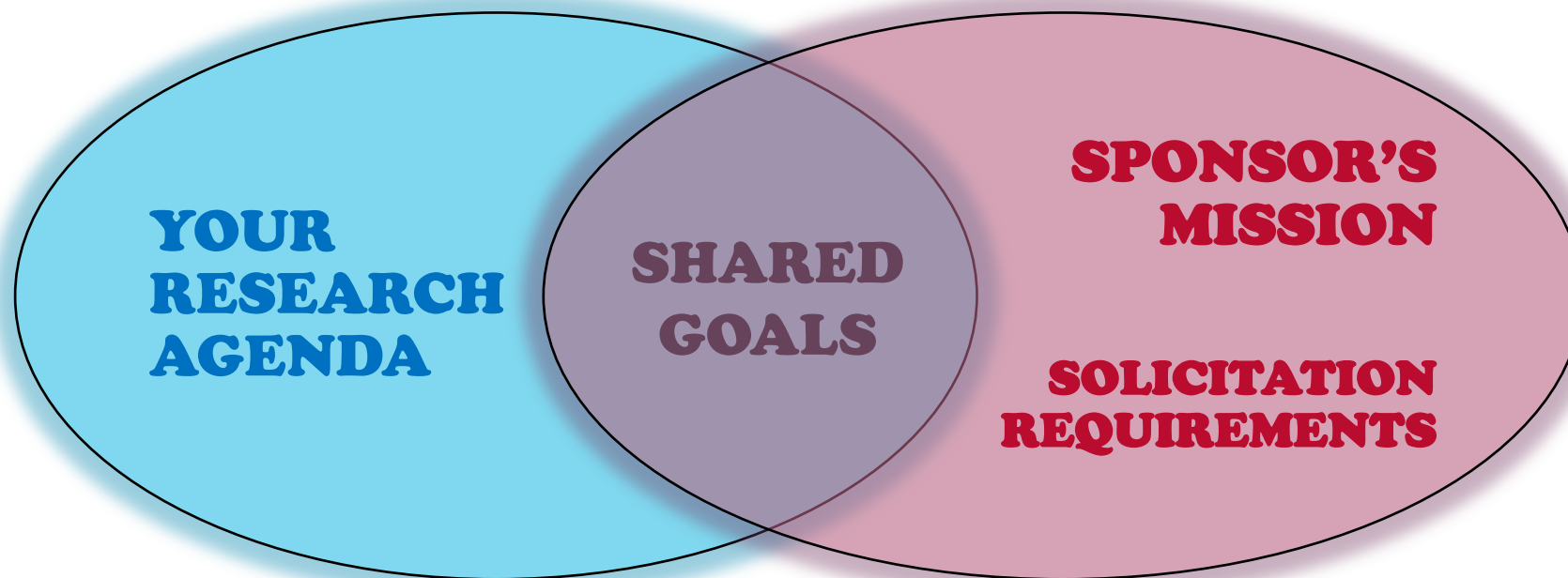
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Ten Steps to Success

1. Find the right opportunities
2. Research the program
3. Make a detailed plan
4. Take advantage of grant expertise
5. Engage readers
6. WRITE (to your audience)
7. Send draft to readers
8. Revise
9. Submit
10. Resubmit



Go/No-Go: is the overlap big enough to be worth it?



How do you convince reviewers your project is a perfect fit?

Explicit Relationships

- Colleagues (senior)
 - Sources of information
 - Expert reviewers
 - Demonstrate your value as a collaborator
- Colleagues (peers)
 - Peer reviewers
 - Writing support/accountability
- Colleagues (junior)
 - Building blocks for future large, high \$, complex awards
- Lay Readers
- Research Development Office
- Sponsored Projects Administration
- Program Officers/Agency Personnel



Implicit Relationships

- Solicitation writers
 - They are the author(s); you have to interpret their meaning
 - Grant solicitations/RFPs/RFAs are complex, messy, multiply-authored documents
 - How do you reconstruct the intent of a solicitation and navigate between its often disparate, even contradictory, components?
- Reviewers
 - You're the author; they have to evaluate your proposal
 - What can you learn about the makeup of your audience?
 - How do you get into a reviewer's mindset?
 - How can you write to your audience without compromising your research agenda?

Seeking funding from foundations

A brief overview

Matt Pruitt, Director of Foundation Relations

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Some useful context

Foundations vary widely in size, mission, and operating procedures

“If you know one foundation...you know one foundation.”

- Some are highly localized; others operate on a national scale
- Some have professional staff and highly structured procedures; others operate less formally.
- Some use a two-stage application process or have multiple deadlines; others provide one shot

A Few Generalizations

- Foundations often want to have a direct impact on a specific issue or population
 - “want to *save* lives or *change* lives”
 - *but* still work incrementally: often focus on shorter-term projects with tangible outcomes
- Often have fairly narrow mission/focus areas (which may periodically change or evolve)
 - getting funding depends on *helping them* achieve that mission and focus
 - equity is an increasingly common concern in grantmaking decisions
- Dollar amounts available vary greatly but are typically smaller than what federal agencies offer

What do foundations like to see?

- Collaboration; cross-disciplinary or multi-disciplinary efforts; and sometimes multi-organizational efforts
- Multiple funders (typically don't want to be the sole source)
 - this can make foundation funding a good complement to other funds or supplement to ongoing work
- Work that is in the “sweet spot”
 - far enough along to show some success or evidence of likely success
 - But still at a point where an infusion of funds will make a real difference

How do I pursue foundation funding?

- Work with the Foundation Relations team!

We can

- provide guidance and consultation
- try to identify potential funders
- provide assistance and support with outreach, crafting and submitting proposals, etc.

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Do You Accept This Mission?: Meeting the Needs of U.S. Mission Agencies

A brief overview

Martin Bink, Director of Defense and Security Collaborations

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Do You Accept This Mission?: Meeting the Needs of U.S. Mission Agencies

Mission Agency = Federal agency responsible for delivering solutions to the government and the citizens.

- **Not** public-purpose research
- U. S. Department of ...
 - Agriculture
 - Defense
 - Education
 - Energy
 - Homeland Security
 - ...
- Focus at UGA is on National Defense and Security Agencies
 - University of Georgia Research Institute (UGARI)
 - Office of Defense and Security Collaborations



Meeting the Needs of U.S. Mission Agencies

Not just weapons

- DoD is one of the largest funders of cancer research
- Large complex research enterprise
 - Quantum physics
 - Training and education
 - Bio-medical science
 - Meteorology and geospatial information
 - Civil and infrastructure engineering
 - Microelectronics and computer science
 - Data science and artificial intelligence
- “Mission” presents interesting problem areas



Meeting the Needs of U.S. Mission Agencies

- Spectrum of research from basic (fundamental) to application to prototyping to translational/clinical
- Research must support laboratory strategy/mission areas
 - **Program (need) driven**
 - Flexibility in topic areas and scope
- Always collaboration (government, industry, and academia)
- Look for funding for technologies **and** capabilities

Meeting the Needs of U.S. Mission Agencies

- Key to funding = **Engagement**
 - Learn the Agency/Program
 - Learn the Mission
 - Engage points of contact
 - Broad Agency Announcements
 - Attend Conferences and Meetings
 - Engage funders and **end users**
 - Fellowships and student programs
- It's **NOT** all about \$



Upcoming RLive Workshops (All are Fridays at 11)

Jan 27 Workshop 1: The Business of Research: Building Industry Partnerships that Pay Workshop

Leader: Richard Potter, Office of Business Engagement

Feb 3 Workshop 2: Stay Current with D.C.: A Structured Approach to Securing Federal Funding

Workshop Leader: Jake Maas, Office fo Proposal Enhancement

Feb 17 Workshop 3: Fill the Gaps in Your Foundation: Tips for Seeking Foundation Funding Workshop

Leader: Matt Pruitt, Foundation Relations

Mar 3 Workshop 4: Do You Accept This Mission?: Meeting the Needs of U.S. Mission Agencies

Workshop Leader: Marty Bink, Defense and Security Collaborations





**Thank you! We look forward to seeing
you at the Workshops.**

Questions?

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