

## Collaborate to innovate: How do I find Industry Partners?

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### Perks of working with Industry:

- Privileged access to datasets
- Application/Funding of your research
- Network expansion

### PRECONCEPTIONS:

- "I won't have flexibility over my work"
- "I will not be able to publish, it will all be confidential"
- "They will want to own everything"
- "It will look bad on my CV, there is no advantage"
- "Industry doesn't want to work with me"
- "My research has no direct application"



### DOES YOUR SOLUTION HAVE VALUE FOR INDUSTRY?

1. Communicate in a general and understandable way to promote your research question (non-scientists should understand it!).
2. What **stage of development** are you in?  
See TLR Technology Readiness Level and Machine Learning TLR.
  1. If Industry provides data → help them to **structure, find patterns and/or understand** their data.
  2. Is your solution **general** enough?
  3. Industry in need of **API / Interface** to be able to use your development?
  4. Provide a **report at the end** of the project stating what you found in their data!

#### NEXT STEPS

Protect your ideas with a confidentiality agreement (CDA/NDA)!

Decide together with the partner about the project and the data needed.

Determine who will contribute and to what extent: Options such as industry providing data and/or participating in development.

Consult with your legal/transfer team to ensure you have the right agreement in place.

### INCREASE YOUR VISIBILITY Have a catchy ABOUT section on

#### Inspiration

1. Looking for industry partners to collaborate with! Current research interests include Interpretable ML, Robustness, Uncertainty quantification, and recently Federated Learning; Details can be found here: <https://example.github.io/>
2. I lead a lab focused on developing innovative [Research area/Solution] that can distil and share knowledge among AI agents in a robust and privacy-preserved fashion.
3. [Name] is an [Position] in [Research area] at [Institute/University]. [Name] develops novel machine and deep learning algorithms that have strong statistical guarantees; several of his methods are currently being used by biotech companies. He/She also works on questions important to the broader impact of AI – [Examples].

#### FIND INDUSTRY-CASE COMPETITIONS

-  Google AI Open Images - Object Detection Track  
Detect objects in varied and complex images.
-  Bosch Production Line Performance  
Reduce manufacturing failures



#### FOLLOW INDUSTRY OR RESEARCHERS talking about industry

(#tag, innovation groups or people)



#### ATTEND CONFERENCES & HACKATHONS



### NEXT PROJECT CALL

Announcement: Sept 2022 

Deadline: 1<sup>st</sup> Dec 2022 

Contact: [projects@helmholtz.ai](mailto:projects@helmholtz.ai)



#### QUESTIONS? DOUBTS?

Talk to your local Helmholtz Transfer Office ([here](#))  
or to Helmholtz Association Enterprise's team ([here](#))