

## Research Collaboration

### Unlocking Knowledge Transfer Webinar Series

September 2020

In our most recent *Unlocking Knowledge Transfer* webinar series, we explored all aspects of the collaboration chain from first contact through to contract and on to project delivery. The panel discussion, which was chaired by Alison Campbell, Director of Knowledge Transfer Ireland, included industry representatives; Donagh Buckley, CTO (R&D) Ireland CoE & Sr. Director Research at Dell EMC, and Brendan Hogan, Senior Vice President of Engineering & Operations at Aerogen Ltd.

During the engaging discussion the participants explored topics such as how companies choose their research partners, the decision making around committing to projects, and how they assess the value of the relationship.

A reoccurring theme of the webinar was the emphasis on strong relationship building and setting expectations from the beginning of the process with the research institution. Brendan Hogan kicked off the discussion by highlighting the relationship building aspect of research collaboration and said that starting out with realistic discussions on output, uncovering the goal of each party, and understanding the expertise needed was essential. A key benefit of this onboarding step is the longer-term relationships that are created between a business and the research institutions. Brendan also highlighted the positive impact and improvements that @KTI has made to help streamline the negotiation process and provide templates to assist with each step as well as practical guides.

Donagh Buckley spoke about the value added by research collaboration and explained the reason that research collaboration is essential, even during a global pandemic. Donagh said that “competitive advantage lies in future innovations for ICT companies, even a global pandemic can’t, and won’t, hold back investment in the future. It is essential to keep up to date with innovation needs. If you don’t, your competitor will.”

In addition, the exceptional success of spin-out companies from Irish universities was commended. Such successes are a positive reflection of the extensive knowledge and innovation across the Irish research base. Collaborating with spin-out companies is becoming increasingly attractive to businesses and this is in part due to the record of success, potential for commercial offering and understanding of market nuances.

The next *Unlocking Knowledge Transfer* webinar will take place on October 6th and will discuss how Artificial Intelligence (AI) is quickly emerging as one the most important and transformative technologies of our time. In conversation with KTI, Edward McDonnell, CeADAR Director, will provide insights into how Irish businesses can engage with CeADAR’s expert scientists and researchers to apply AI and machine learning to their industries. Roberto Magnani, Watson Health Leader EMEA, IBM Ireland, will show how AI is being used across healthcare. To register for October’s webinar, click [here](#).