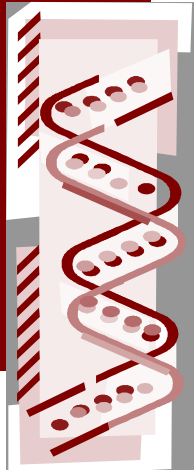


Areas of Research Most Commonly Funded by Industry



Office of the
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for Research
and Advanced
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Office of
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Industry frequently partners with Iowa State University on research projects. When an ISU faculty/staff member approaches or is approached by industry to form a collaborative agreement, it is useful to have a sense of how industry can use the technology. Industry is interested most often in applied research that has potential for direct impact on its business, and less often in fundamental research areas.

Enabling Technologies

Enabling technologies make it possible, practical, or easier for industry to create and deliver products. For life science companies, transformation is often cited as an enabling technology, a tool that made it *possible* for scientists to create recombinant organisms. In the area of computer science, Java is an example of a programming language that is *easier* to use and more flexible than previously existing languages.

Industry often looks to public institutions for the ideas and fundamental research surrounding new and existing enabling technologies. Industry is involved most often at the technology transfer stage because development of these technologies is often high risk and sometimes hard to justify when compared to shorter-term company product goals. However, if approached by the university, a company may be a willing partner.

Problem Solving

Universities also are seen by industry as a problem-solving resource. Many collaborative efforts are initiated by industry for a specific purpose—a step in a process that is not working, is not efficient, or is affecting the quality of the product. Centers at ISU such as CIRAS, CATD, CNDE, and many others actively work to pair industry with ISU faculty and staff to address problem-solving issues.

Most frequently, this type of project is initiated by a company unless it is common to the entire industry. This contact comes either through a center or by personal/professional relationships established by faculty members with industry personnel.

Value-Added Technologies

Value-added technologies are anything that can be added to an existing product that allows industry to charge more for that product. Examples include efforts to produce pharmaceuticals in grain seeds or cow's milk, food products with increased nutritional value, or tires that do not deflate when punctured.

Industry welcomes being approached by universities with ideas to sponsor value-added research, looks for value-added technology transfer opportunities from universities, and will conduct value-added research within the company.

For questions about this tip sheet or assistance in identifying and/or approaching industrial partners, please contact:

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