A Vision on RAM Industry Cooperation

Vision

> **RAM values industry cooperation very much,** *because proper synergy between university and industry can bring innovation to market in the interest of society.*
>
> *We offer to industry a unique multidisciplinary, creative, well-equipped environment where* **cross fertilization is key***.*
>
> *We value, support, and only engage in* **balanced, respectful, win-win cooperation***.*
>
> *We intend not to be a free source of knowledge with which industry can make money, but rather a partner to* **build long term cooperation** *in the interest of the industry and RAM growth**.***

RAM view on collaboration with industry

By definition, cooperation is a relation in which two or more parties invest (time or money) to have an advantage (a "win") in their goals/missions. This implies that a cooperation should be based on a win-win in which each of the parties understand not only what is "for me", but also for the other parties. This very principle is the basis of any fruitful and pleasant cooperation.

It is therefore important for our group to make explicit:
- What are **possible wins for us,** on the basis of which it makes sense for us to engage in a cooperation with industry.
- What **we believe are the wins for industry** to cooperate with us.

RAM Wins

- RAM's main purpose as a research institution is to do research and produce publications and patents[1].
  - Publications address directly one of the main goals of a University: to spread knowledge and be recognized by its contributions. Having scientific output is therefore a clear win. If industry finances research, related publications can certainly be done after an embargo period to protect knowledge if needed, and in a restricted form, in the interest of industry, if needed.

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[1] The University of Twente has a great system for patent related issues and Roy Kolkman has also given some workshops at RAM in the past on patents and IP. NovelT is alway available for any questions on this topic.

- ○ Patents give also a recognition of the innovation contributions, but is only a way to protect knowledge in the interest of eventually successfully bringing it to market either by starting spin-offs or by making deals with industry for allowing to use the IP. If ideas and IP are generated directly by a person who is paid by industry, the knowledge is often contractually owned by the industry, but the inventor will be recognized for it in the patent (inventorship, no owner).
  - ○ Align with industry and Society to understand public and industry needs and relevance for society
- RAM needs to have ways to gain the most important asset it needs: talent. Industry can support and finance acquisition of talent as PD. Eng. candidates, PhD candidates or postdoctoral researchers.
- For RAM, it is also important to be involved and updated regarding industrial developments and state-of-art in the market, including relevant innovative solutions, systems and products.

RAM understanding of industry wins

- Industry can benefit from the bright and novel ideas coming from academic researchers and their creative way of working with state-of-the-art knowledge.
- Industry can have access to a dynamic environment where different fields are developed in a single place and cross fertilization emerges.
- Industry can easily get in contact with talents and advanced facilities in UT labs.
- Industry can employ people working physically at RAM, who are reasonably cheap for industry salary standards but are daily confronted with different topics. This is a win for industry because, thanks to this exposure to possible cross-fertilization opportunities, many new ideas are and were regularly born.

We would greatly value any feedback on our view on cooperation between RAM and your industrial institution, regardless of whether you intend to make use of it.

Furthermore, if you think that what we describe matches your view on such a cooperation, we would be delighted to investigate possible opportunities in detail to hopefully start a pleasant, long-lasting, productive win-win cooperation.

The RAM team