# INDUSTRY LIAISON GROUP

## Winston Seah

*Winston.Seah@ecs.vuw.ac.nz*

## 2015 Wellington SDN Workshop

# Objectives

- Understand the needs of NZ industry wrt Engineering and Computer Science

- Provide single point of contact for NZ industry to engage us

- Foster greater linkages between industry and academia

- Help us (staff and students) work better with industry and vice versa

# Benefits to industry

- New research and technology ideas to enhance your competitive edge

- Explore new ideas with relatively low cost

- Access to potential hires – can assess students before you decide to hire them

- Someone to discuss your technical problems with, at little costs (just coffee and donuts/muffins …)

# Approaches and Schemes

- Summer Internship/Scholarship
- Honours Project (ENGR489/COMP489)
- Masters research project (MSc Part II or ME) w/scholarship*
- PhD research project w/scholarship*
- Joint research with funding from MBIE or other external sources*
- Consultancy

# Our role and responsibility

- Matchmaking of industry with academics
  - Synchronizing expectations
  - Defining the appropriate goals
  - Identifying students with the right skill set
- Ensuring students on industry projects can meet project goals as well as course requirements
- We don't undercut/compete with industry

# Research Outcomes and IP Ownership

- Fair share / acknowledgement based on contributions ($$$, ideas, Joules, etc.)

- In order to continue the research without restrictions, University needs to own the IP, either solely, jointly, exclusively or non-exclusively, …

- Special arrangements can be made for an industry partner to have preferential licensing

# Caveats

- Industry research ≠ Academic research
- We (academics) are measured by research outputs, typically publications
- We don't do product development per se, although we can develop POC prototypes
- We can't commit to projects that have critical deadlines
- We also have to justify how resources (staff, students, etc) are used

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# http://www.victoria.ac.nz/ecs/research

# Who's in Industry Liaison

- Members:
  - Winston Seah (NWEN)
  - Ramesh Rayudu (ECEN + Work Experience + 489 Industry Projects)
  - David Streader (SWEN)
  - Taehyun James Rhee (CS/CG)
  - Suzan Hall (School Manager)

Contact info – http://www.victoria.ac.nz/ecs/about/staff

# Working on industry projects…

Before the fateful day in Oct 2009…

- Worked for >16 years in an industry-oriented research institute → all research projects must have commercialization plans

- Building prototypes is a norm, with a view to commercialization

- A critical KPI is how well we have helped local SMEs become more competitive

- Good commercial solutions/products must also have good theoretical foundations

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# My experience working with industry…

- Projects tend to be short term with results expected within 12-18 months;

- Need to understand industry partner's problem and help them solve it, NOT try to "sell" them my research;

- More funding for industry than academia;

- Industry problems have given me good research problems, even award winning ones (caveat: need to dig deep to identify the research problem.)

# Thank you

Contact Emails:

winston.seah@ecs.vuw.ac.nz

ramesh.rayudu@ecs.vuw.ac.nz

david.streader@ecs.vuw.ac.nz

taehyun.rhee@ecs.vuw.ac.nz

suzan.hall@ecs.vuw.ac.nz