

# Industry Co-operations To build a community of Co-operation

12. Transferwerkstatt, Berlin  
18.11.2022



# Idea Pitch

## Agenda

1. Warm up
  2. It is about you (!)
  3. Important to mention
  4. Something goes wrong. Challenges.
  5. To-do's (first ideas)
  6. Excursus
-

# About me

## Person/ role

External R&D Co-operations Manager  
Continental AG / BU Tires

**Philipp Schmidt- zum Berge**  
Dipl.-Ing. Mechanical Engineering

- **#My role in Research & Development & Innovation**  
Setting-up of co-operations, Strategy & Quality, IP Management
- **#Important in transfer relationships**  
Taking shortcuts, building trust, operational strength and overtaking responsibility
- **#Challenges**  
Entry-level solutions, agility, openness, systematics and learn from experiences

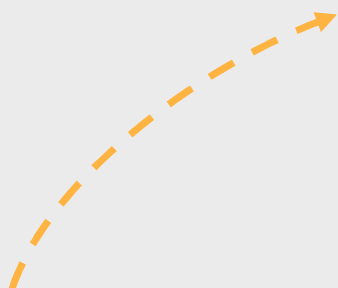
IP = Intellectual Property

**Continental**   
The Future in Motion



# “Know your role!”

## My different roles



No.	Role	Key	Details
1	Facilitator	Know-How Source-in	Basic Development and Applied Research with preferred partners
2	Liaison & strategy expert	IP Management, (Law)	PREQ with externals, fair balance of interests
3	(Decision) Maker	Contracting	90% readiness level in R&D
4	Buddy	Universities and students	Lean administration, easy-entry solutions
5	Founder	Funding projects	Acquisition and project set-up
6	Lobbyist	Academic networks	e.g., Dt. Stifterverband, UIIN



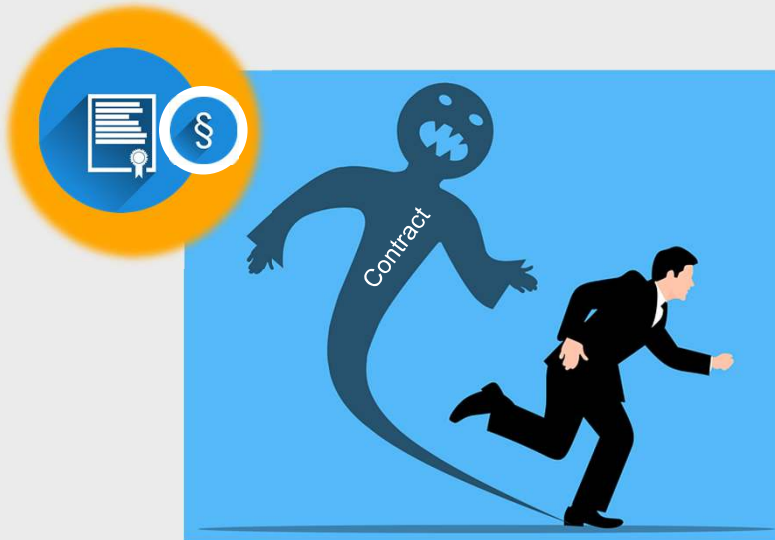
**Legal buzzwords:** non-disclosure, mutual understanding, joint development, cooperative/contract research

# Why legal impact?

## Briefly explained

### As a simple and small wisdom:

Every co-operation implies a collective expression of will. And this leads to a contract.



Best speed and minimal administration possible

Keep control in the driver seat: exclusivity, costs etc.



Open dialogue and engagement at eye level as in scientific discussions

Utmost wide access to external resources

Shared efforts and risks

PI/ Project Leader asks him-/herself:

“How to reach consent with my partners?  
In which direction to start running now? Whom to ask?  
Who helps me minimize the risks?  
Who takes care of all?”

# Positive accelerator

## Liquid approach



- > single mandate
- > focus only on legal rules
- > advice w/o responsibility
- > mainly internal
- > in central function (from afar)
- > snapshot

Holistic view with 3 pillars: Legal, IP and Business

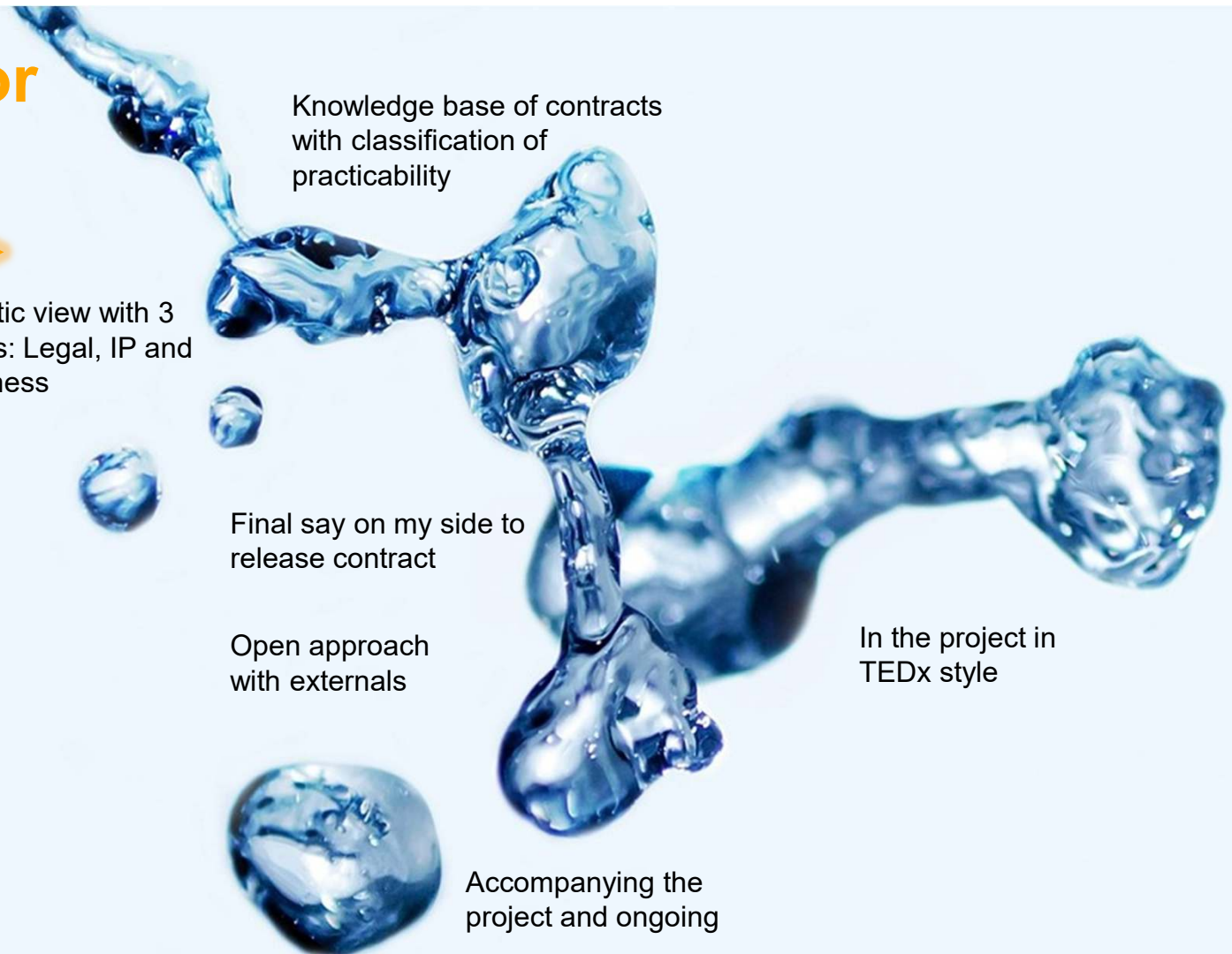
Knowledge base of contracts with classification of practicability

Final say on my side to release contract

Open approach with externals

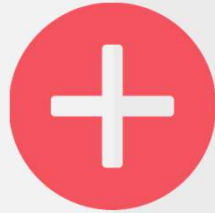
Accompanying the project and ongoing

In the project in TEDx style

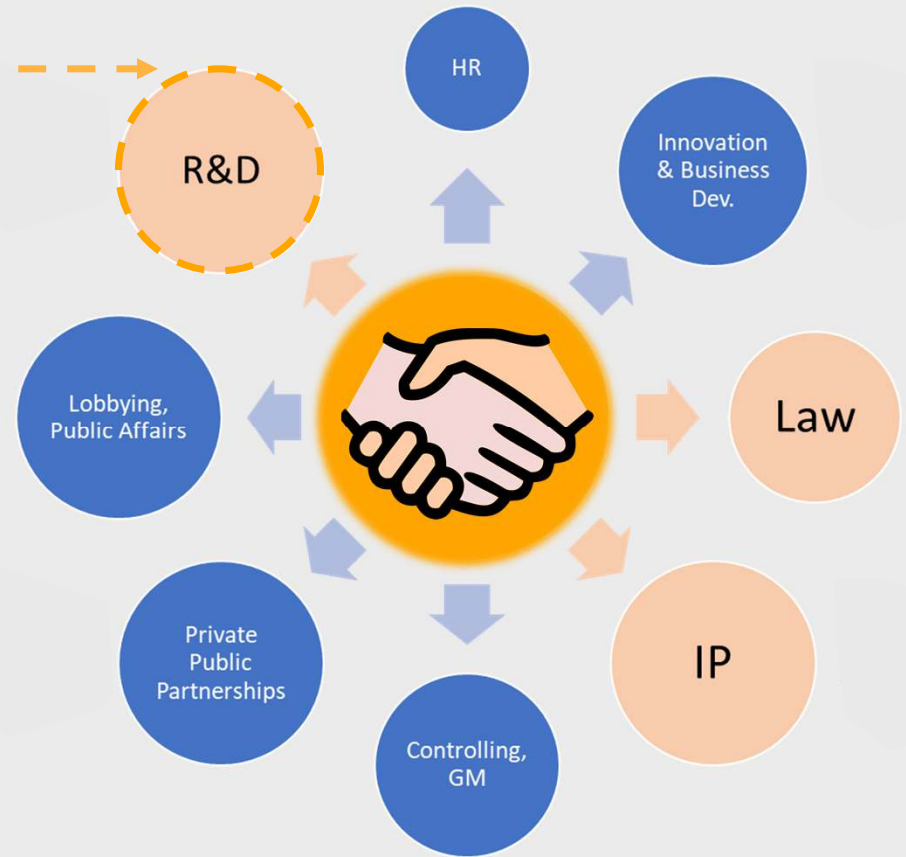


# My cosmos

R&D's project leaders



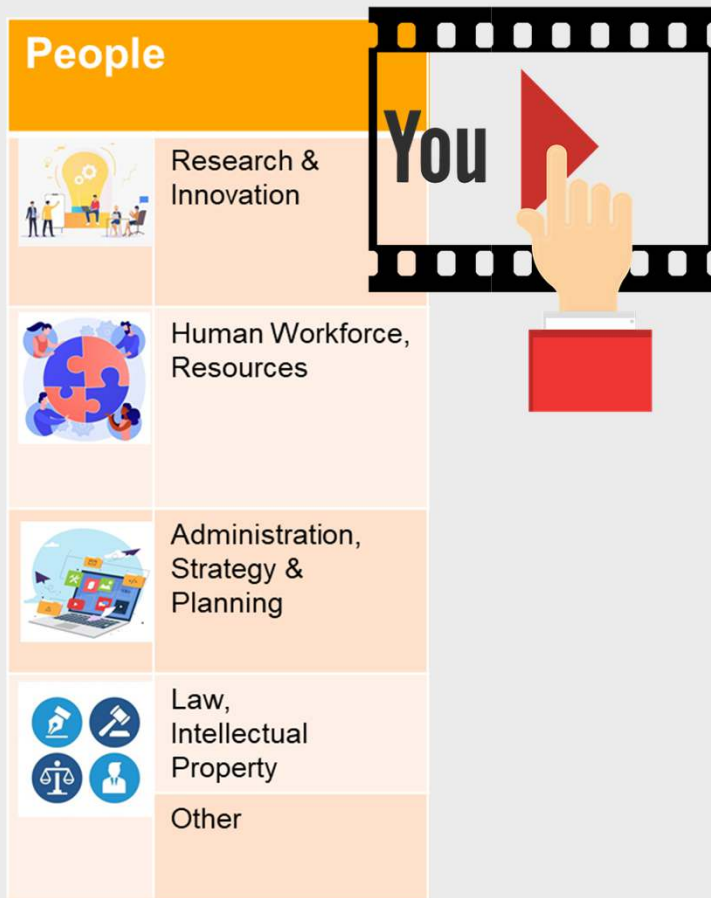
extended team of admins



R&D = Research and Development, HR = Human Relations, GM = General Management

# With you and not for you.

## People, purpose and...



As your nutritionist:

“Let’s change our behavior, be happier and loose weight at the same time.”

Here today:

**“Let’s get together and form a community of practice of co-operation admins and let’s drop ballast at the same time.”**



## ...our joint approach

### Build a community!



- with willingness for **dialogue** & exchange of experience
- ready to co-create and tighten **expert level**
- free to establish operational **empowerment** to deal with and decide upon legal issues



## My working mode

### Learn from it!



# Important to mention

## Disclaimer

„I am focusing operations in in R&D.“

I fade out strategic pathway of our corporation (for a moment).

„It's not in my primary interest to put my company into a better position.“

I offer openness and in return hope for openness as well and encourage designing margins.  
This far from any expectation towards funding and specific research topics.

„I do not interfere or infringe current positions of my company.“

No disclosure neither on specific topics and partners, nor on budget, technological orientation or innovation worthy of protection.

„Collaboration management in my expert field is a lighthouse.“

It is associated with being seen and loved, but also being scrutinized.  
We are small, agile and self-learning on the go.

Implemented photos and graphics: all taken from free sources [freepik.com](https://www.freepik.com) and [pixabay.com](https://www.pixabay.com)

# Something goes wrong.

## Challenges

1. **No exchange** between administrations.

Science- and co-operation management as black box. Who gives the rules?

2. No strong need for **measuring success** in UICs.

There are hardly any indicators.

3. Initiation of cooperation **takes too long**.

Hunting instinct of PIs wears off. Risk is high to lose topics and partners.

4. Formats e.g., entry-level **missing**.

The big nothing (in creativity) between standard formats collaborative- and contract research.

# What proves this view? From my diary (unrated)

No exchange.

- Paid-up thesis in industry (partly) not allowed?
- Professor's commitment to secrecy unclear.
- Company supervisor's commitment to disclosure of information unclear.
- On-boarding of students in industry not consistent.

Measuring success in UICs?

- Universities internally audit transfer activity with own focus e.g., on education and excellence of science.
- Companies mostly only track financial key figures focusing e.g., on best acquisition of talents, R&D locations and strategic investment.

It takes too long

“The project is planned and ready to start. Contract? What do you mean, it won't be ready for 6 months?”

“This only works if it is exclusive for us.”

Formats missing

“Business package” for a master thesis? Convenient, but expensive.

A scholarship program would be great!  
Can't do it. There is no framework for it.



# To-do's for community of cooperation admins

## My first ideas

1. Enable "Liquid Admin" especially "Liquid Legal" i.e., lawyers together with cooperation admins in project teams: close to the action!
2. Training of project managers in law, know-how protection and patenting
3. Establish indicators for more successful transfer activity
4. Create diversity in cooperation formats

Legend:

"Liquid Legal" see

[http://strathausen.com/  
liquid-legal-how-to-  
transform-an-industry/](http://strathausen.com/liquid-legal-how-to-transform-an-industry/)

Thank  
you!

## CREDITS

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