

8:30 Introductions

8:45 Reflections on Innovations

John Seely Brown '62, Visiting Scholar, Annenberg Center, USC

9:30 Vibrant Industrial Research

Alfred Spector, VP Services and Software, IBM Research

10:15 **BREAK**

10:45 Partnerships for Innovation

Per Kristian (Kris) Halvorsen, VP & Director, Solutions and Services Research Center, HP Labs

11:30 One fellow's view of research

Robert Sroull, Fellow and VP, Sun Microsystems

12:15 **LUNCH**

1:30 Fostering Practical Innovation at Microsoft Research

Jack Breese, Director, Microsoft Research

2:15 Industrial Research Labs - Neither for the Faint of Heart, Nor the Short of Sight, but Vital!

Richard Waters '72, President and CEO, MERL

3:00 **BREAK**

3:30 Innovation at Scale: The Imperative to Think Big, Start Small, Scale Fast

Saul Kaplan, Director, Business Development, RI Economic Development Corporation

4:00 Leveraging the Academic Entrepreneur--and Success Factors in Commercializing
University Discoveries

John Preston, Senior Lectureer, MIT

4:30 **PANEL DISCUSSION**

5:15 **RECEPTION**

The National Research Landscape: Leveraging the Academic/Industry Partnership

Brown University
Department of Computer Science
Industrial Partners Program

May 24, 2004

Come gather 'round people
Wherever you roam
And admit that the waters
Around you have grown
And accept it that soon
You'll be drenched to the bone.
If your time to you
Is worth savin'
Then you better start swimmin'
Or you'll sink like a stone
For **the times they are a-changin'**.

Bob Dylan

Open innovation

It's not necessary for companies to invest in basic research to make money from it.

Henry W. Chesbrough

Merck & Co.

Scour the world

Procter & Gamble Co.

53 Technology "Scouts"

Dow Chemical Co.

InnoCentive Challenges

Xerox

PARC Inc.

Intel

Lablets

Microsoft

Traditional basic
research labs.

\$53 billion in cash

Bayh-Dole Act

- * use the patent system to promote the utilization of inventions arising from federally supported research
- * promote collaboration between commercial concerns and ... universities
- * promote free competition and enterprise without unduly encumbering future research and discovery

Google

\$2,700,000,000

Stanford

~\$250,000,000

Secret Science

21% of geneticists withhold information from other researchers to protect the commercial value of results

Eric G. Campbell

- * Is the industrial research lab disappearing?
- * Can industrial research be outsourced?
- * What are the best ways to advance industrial research over the next decade?
- * Is curiosity-driven industrial research dead?
- * Can industry and academia go it alone?
- * What role should government play?
- * Have industrial affiliate programs failed industry? Can they, and should they, be saved?

Shaping Chaos

John Seely Brown, '62

