

VENDOR PERSPECTIVE ON THIRD PARTY INVOLVEMENT

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WHY DO I CARE (NOT SURE ABOUT YOU)

→ Third party involvement is generally positive

- Opportunity to explore low TRLs technologies
- Great recruiting opportunity!

→ Only works if there is an incentive

- Easier with academia/national labs than companies
- Needs to follow standard market rules
- Needs funding and/or provide competitive advantage

→ Role of the government should be

- Set goals/Define mission
- Provide incentives (funding for low TRL and procurement incentives for higher TRLs). Funding to third party directly is ok.
- Help making connections (ALERT workshops are a good example)

SOME SUCCESSFUL EXAMPLES



PURDUE

U N I V E R S I T Y

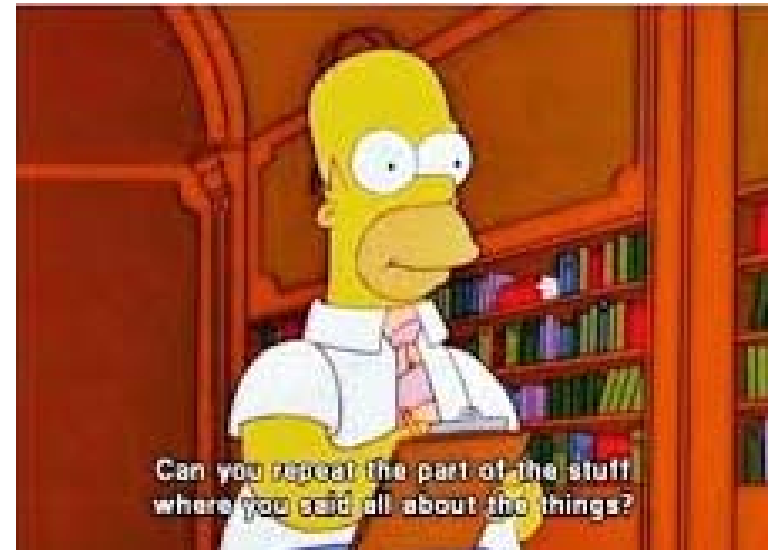
LESSONS LEARNED AND PITFALLS

→ Things to repeat

- Be ready to re-define success (“Bouman, ADSA 11”)
- Need a champion at the vendor
- Identify early scope of the program and keep the pulse on
- Work out IP details early and set expectations for future roles
 - Be prepared to pay more for exclusivity

→ Things to avoid

- Not invented here mentality – parties need to acknowledge each other expertise
- Government forces solution/third party to vendor - it should create opportunities and the partnerships & solutions will come forth



CONCLUSION

- **Third party involvement is generally positive, but ...**
- **Only works if there is an incentive**
 - Needs to follow standard market rules
 - Funding or competitive advantage
 - Great recruiting opportunity!

