

START

1 Investigator wishes to advance a project that requires external sponsorship.

Conversations with (not everyone!)

- Innovation Ambassadors
- Department heads
- College proposal development team
- College development office
- Technology Ventures
- Foundation relations/Advancement

2 Investigator determines funding channel and training needs.

Training could include:

- How to talk with a program manager
- I-Corp Training
- How to approach industry for funding
- Grantwriting, including SBIR/STTR
- Consulting agreements that do not conflict with University role
- Protecting IP

IDENTIFY FUNDING SOURCE

3 Traditional grant program submission

Federal grants, etc

3 Industrial support

3 Other channel

Philanthropic organizations, etc

4 PI prepares a proposal that will be submitted by OSP on behalf of PI.

4 Work with an existing company.

4 Create new company or business with leadership role (triggers *the Commercialization Playbook*)

4 Seek advice from Division of Research and Innovation (DRI) and College development team.

5 Research agreement authored and/or negotiated.

6 Start work after award and/or authorization.

7 Outcomes include publish, create new IP, graduate students, grow business/startup...

FINISH

***Remember: Update COI and/or management plans when needed and within 30 days.**

APPENDIX:

RESEARCH ADVANCEMENT ROADMAP RESOURCE GUIDE

University of Arkansas College of Engineering

Innovation, Research, Commercialization, and External Engagement Resources

HOW TO USE THIS GUIDE

This appendix provides additional information and resources for each step in the Research Advancement Roadmap. Follow the numbered sections as your project progresses or use the roadmap to jump directly to the section that best fits your current needs.

STEP 1

I WANT TO ADVANCE A PROJECT THAT REQUIRES EXTERNAL SUPPORT

You have an idea, research project, technology, partnership opportunity, community initiative, or other activity that could benefit from external sponsorship or support.

Before seeking funding, consider:

- What do you hope to achieve?
- What resources will be needed?
- Could industry, philanthropy, research sponsors, or entrepreneurship play a role?
- Which university resources can help you get started?

Connect With

- Innovation Ambassadors ([Link to SharePoint](#))
 - [Department Heads](#)
 - [College Proposal Development Team](#)
 - [College Development Office](#)
 - [Technology Ventures](#)
 - [Foundation Relations](#)
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STEP 2

DETERMINE FUNDING CHANNEL AND TRAINING NEEDS

The first step is identifying the most appropriate pathway for advancing your work and determining what support or training may help you succeed.

Common Funding Channels

- Federal agencies
- State agencies
- Industry sponsors
- Philanthropic organizations
- Foundations
- Nonprofit organizations
- Strategic partners

BUILD SKILLS AND GATHER GUIDANCE

Successful projects often begin with targeted training, mentorship, and strategic planning.

Training Topics

Program Manager Engagement

Learn how to effectively communicate with agency representatives and funding program staff.

Grant Writing

Develop competitive proposals, compelling project narratives, and realistic budgets.

Industry Engagement

Learn how to identify, engage, and develop relationships with industry partners.

Intellectual Property

Understand patents, copyrights, licensing, invention disclosures, and commercialization pathways.

Customer Discovery

Explore potential users, customers, and stakeholders through structured discovery methods.

SBIR/STTR Funding

Learn about federal programs that support innovation and commercialization.

Resources

[Office of the Associate Dean for Research](#)

[Office of Entrepreneurship & Innovation](#)

[Commercialization Training](#)

[Technology Ventures](#)

STEP 3

SELECT THE APPROPRIATE FUNDING PATHWAY

Based on your goals and project needs, choose the pathway that best aligns with your desired outcome.

3A. TRADITIONAL GRANT PROGRAMS

Traditional sponsored research opportunities support discovery, scholarship, and research advancement.

Examples

- National Science Foundation (NSF)
- National Institutes of Health (NIH)
- Department of Energy (DOE)
- U.S. Department of Agriculture (USDA)
- State agencies
- Private foundations

Typical Outcome

Proposal development and submission through the Office of Sponsored Programs.

Resources

[Office of Sponsored Programs](#)

[Investigator's Toolbox](#)

[GrantForward Funding Database](#)

3B. INDUSTRY SUPPORT

Industry-sponsored projects provide opportunities to collaborate directly with companies on research, development, testing, and innovation.

Examples

- Sponsored research
- Product development
- Technical consulting
- Testing and evaluation
- Collaborative R&D

Typical Outcome

Industry partnership discussions and agreement development.

Resources

[Technology Ventures](#)

[Partner With U of A](#)

Innovation Ambassador Network

Link to SharePoint

3C. OTHER CHANNELS

Some opportunities do not fit traditional grants or industry sponsorship models.

Examples

- Philanthropic support
- Foundation funding
- Community partnerships
- Nonprofit collaborations
- Strategic initiatives

Resources

[University Advancement Office](#)

[College Development Office](#)

STEP 4

DETERMINE THE COMMERCIALIZATION PATHWAY

Some projects generate intellectual property, innovations, products, services, or technologies that may be implemented outside the university.

Determine whether advancement is best achieved through an existing company or a new venture.

4A. WORK WITH AN EXISTING COMPANY

An established company may already possess the expertise, facilities, customer base, or market access needed to advance your innovation.

Potential Pathways

- Licensing
- Sponsored research
- Collaborative development
- Strategic partnerships

Resources

[Technology Ventures](#)

[Resources for Inventors](#)

[Partner With U of A](#)

4B. CREATE A NEW COMPANY

In some cases, entrepreneurship may be the most effective pathway for bringing an innovation to market.

Support Areas

- Invention disclosures
- Patent evaluation
- Licensing
- Customer discovery
- Business planning
- Startup formation
- Entrepreneurial mentorship
- SBIR/STTR opportunities

Resources

[Technology Ventures](#)

[Resources for Inventors](#)

[Office of Entrepreneurship & Innovation](#)

[Commercialization Training](#)

[Arkansas Commercialization Retreat](#)

[SBIR/STTR Resources](#)

Commercialization Playbook

Link to Tech Ventures SharePoint

Innovation Ambassador Network

Link to SharePoint

STEP 5

RESEARCH AGREEMENT AUTHORED AND/OR NEGOTIATED

Before work begins, agreements may need to be negotiated and executed.

These agreements help establish expectations, responsibilities, and terms for all parties.

Agreements May Address

- Scope of work
- Deliverables
- Budget and funding terms
- Intellectual property
- Publication rights
- Confidentiality
- Compliance requirements

Resources

[Office of Sponsored Programs](#)

[Technology Ventures](#)

STEP 6

START WORK AFTER AWARD AND/OR AUTHORIZATION

Project work may begin after required approvals, agreements, and authorizations have been completed.

Support resources remain available throughout the life of the project.

Common Topics

- Financial management
- Project administration
- Reporting requirements
- Sponsor communications
- Compliance obligations
- Award management

Resources

[Award Management \(Post-Award\)](#)

[Research & Innovation](#)

STEP 7

OUTCOMES

Research, innovation, entrepreneurship, and external engagement can create value in many forms.

Scholarly Outcomes

- Publications
- Presentations
- New knowledge

Student Outcomes

- Graduate student development
- Undergraduate research opportunities
- Workforce preparation

Innovation Outcomes

- Intellectual property

- Patents
- Software
- Copyrights

Partnership Outcomes

- Industry collaborations
- Community partnerships
- Public-private initiatives

Commercialization Outcomes

- Licensing agreements
- Startup formation
- New products
- New services

Societal Outcomes

- Economic development
- Improved health and well-being
- Environmental solutions
- Community benefit

CONFLICT OF INTEREST AND MANAGEMENT PLANS

Throughout the project lifecycle, investigators are responsible for maintaining required disclosures and updating management plans when circumstances change.

Resources

[Research Compliance](#)