Growing Your Userbase Through Alternative Programs:
Industry Sponsored Grant Programs

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How to run an industry sponsored grant program: Initiation

- Brainstorm with Vendors (especially when they launch a new product!)
  - Vendor provides reagents
  - Core or Users provide "labor"
  - Core frequently supports with other services (QC, sequencing): make sure this is agreed on and well defined
- Announce program though a Lunch & Learn Program:
  - Vendors give technical talk
  - Extra bonus if a user can give a scientific talk
  - Vendors share guidelines for application process
    - Abstract only? Short proposal? Only applicants from Core organization? Who can apply (Students/Postdocs/PI) Deadlines, etc
- Determine who will evaluate proposals and choose the winner
  - Only vendor? Vendor + core?
  - Word of caution: selection should heavily weigh timeline for sample availabilty

How to run an industry sponsored grant program: Execution

- Winners work closely with Core and Vendor to submit samples, execute the data generation

- Typically FAS will be involved in data generation

- Great to have a second Lunch & Learn event where the data is presented (which only works if it's timely!)

- Vendors will want to promote both the data and access to the technology at your core

How to run an industry sponsored grant program: Value

- Introduce new technologies to users
- Train staff on new technologies
- Support science at your institute
- Advertise Core Services
- Good for grant reports

Industry Sponsored Training

- ▶ Small group students/post-docs (6-12) who gets hand on training in a well-established protocol

- ▶ Many Genomics Vendors have programs to run this type of training

- ▶ Core provides space and some routine consumables (buffers, beads)

- ▶ Paired with a technical Lunch & Learn

Industry Sponsored Training: Value

▶ Users love it! They always sell out immediately

▶ Doesn't always mean they'll switch to doing their own work-often they realize the value of what the core is doing

▶ Have a better understanding of the process which helps with submitted sample quality, data analysis

▶ Good for grants