# Industry Engagement

- **Industry Engagement**
  - Build Affiliate Member Program
  - "…deeper and richer…"
  - Maintain relationships with current members
- **Strategy and Goals**
  - Develop Value Chain, Partner Benefits
  - Identify Gaps and Members
  - Engage New Members
  - Deepen Existing Relationships – Project Work, Engagement

# New Member - Strategies

## Engineering bi-directional brain computer interfaces (BBCI)

BBCI

LeafLabs

Medtronic

OpenBCI

Cyberonics

NeuroRecovery Technologies, Inc.

Medical Devices

Communication & Interface

cirtec MEDICAL SYSTEMS

BLACKROCK NEUROMED

CACTUS Semiconductor

CEREVAST™

epoch

Advanced Brain Monitoring

Consumer Electronics

Washington Research FOUNDATION

Neuroethics

Reach Bionics
Awakening human potential

ARM

Microsoft

Patient Therapy

Computational Neuroscience

MultiModal Health

ekso BIONICS

intel

# New Member - Strategies

- **Identifying New Potential Members**
  - Neural Engineering Space
  - Interest in
    - IP Generated by CSNE Research
    - Medical devices, Other Disease States ***SWOT***
    - Commercial Applications ***SWOT***
  - Philanthropic Groups – Brain, Stroke / SCI Rehab
  - Especially focused on Thrust and Test-Bed Areas

**Electrodes**

Single Chip

Computational Neuroscience

**Security**

***Neuroethics***

**SoC**

**Wireless Power**

***Stroke / SCI Rehab***

# New Member - Strategies

Where:

- Conferences – IAB, Field
- Who is Faculty working with?
- Initial Proposal Support
- Who are companies working with?
- Who used to be a member?
- Who WANTS to work with our companies?
- Who knows us and switched companies?
- What companies could benefit from SBIRs in this space? SECOs?

# New Member - Strategies

## Membership Benefits:

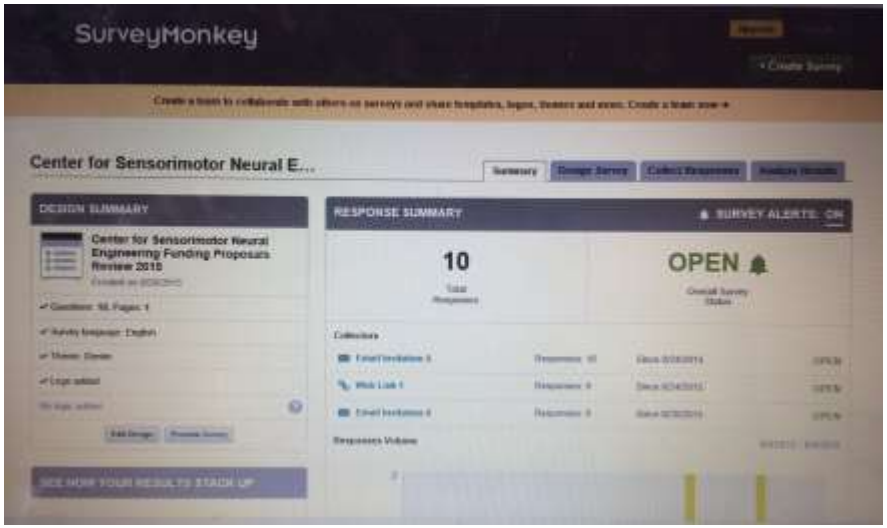
- Faculty expertise
- Student talent
- Collaboration opportunities
- IP and pre-publication research results
- Network of CSNE partners

## Companies contribute:

- Member fees and project support
- Career opportunities for students
- Feedback on CSNE research
- Subject Matter Expertise

# Richer, Deeper…

- EQuIP Calls
- Funding Proposal Reviews
- Tool Kit
- Site Visits / Meetings / Calls
    - Project Ideas
    - Student Lunches
    - Speaking Events
- Individual Membership Program



# Industry Projects

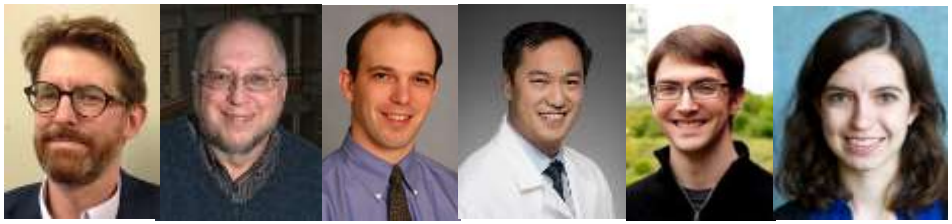
Benefits:

- Deeper Collaboration
- Increased funding for students
- Publications
- Pre-competitive collaboration
- Increased presence within Center
- Hiring opportunities for Students
- Easier renewals
- More obvious Value-Add
- Pull in other members

# Highlight: Industry Engagement

Medtronic

- Closed loop DBS and implanted BCI
- $275K in cash
- $1 Million in hardware
- Activa PC+S chronic ECoG human trials: First ET patient implanted
- Tech Transfer to Stanford, UCSF



http://www.medtronic.com/us-en/about/news/dbs-research-university-of-washington.html

Microsoft

- Large-scale ECoG analysis using cloud-based machine learning
- $80K in cash
- Collab featured in VP's talk
- ECoG decoding competition: http://aka.ms/decodesignals

https://www.oreilly.com/ideas/connected-brains

# Industry Projects

ABM

GSK

Medtronic

Microsoft

Cyberonics

OpenBCI

Reach Bionics

Ekso Bionics

WRF

White Matter (nano-Z)

NeuroRecovery Technologies

MultiModal Health