

# Engaging with Academia

This presentation gives some insight into the thinking behind the creation of a University Research Relations team within Symbian's Research Group and some lessons learned

- Background
- Lesson 1: Formulate a strategy
- Lesson 2: Start simple
- Lesson 3: Continue to push
- Lesson 4: Have fun
- Outcome for Symbian

# In the beginning

- Started as a hobby project
  - No money
  - Little support from rest of organisation
  - We were a 'name'
  - We had excellent partners (esp. Nokia)
  - Some interest from engineers

# Lesson 1: Strategy

- Identify what you want out of the relationship
  - And what you can offer to academia
- Identify the key academics/institutions
- Identify your timeline
- Identify your budget
  - There's no such thing as a free lunch
  - Costs can mount up in both time and money
- Identify any blockers

# Lesson 2: Start simple

- Create a relationship
  - Help with final year projects
    - Donate equipment/software
    - Suggest project titles
  - Take interns
  - Employ graduates
  - Can your partners help?

# Lesson 3 : Keep pushing

- Keep talking
  - But know when to stop
- Look for new opportunities
  - Joint projects
  - Externally funded projects
  - Sponsored projects
- Always keep the strategy up to date

# Lesson 4: Have fun

# What Symbian got out of the relationship

- Lots of excellent graduates
- Improved reputation within academic institutions
- Insightful investigations
- Organisation became more open to new ideas
- New links into our partners' organisation
- A perception of improved innovative capacity
- Network of academic experts
- A complete university relationship program
  - Worked with HR and Academy programs