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# Obtaining Funding from Companies and Foundations

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ASSISTANT DEAN  
CORPORATE AND FOUNDATION RELATIONS



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# USC Viterbi Corporate & Foundation Relations Team

**Experienced team  
that works with all  
aspects of Viterbi  
and jointly with  
partners across  
USC.**



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## What We Do: Corporate and Foundation Relations

- Manage Viterbi's largest corporate and non-profit partnerships
- Work with faculty, administration, & staff to secure funding/support for research (both gift and sponsored research), educational initiatives, student support, lab equipment, and shared facilities
- Identify new opportunities and sources of support
- Host technical interchange meetings for companies to learn about faculty research >> lead to funding or gift-in-kind (e.g., equipment)
- Facilitate generation of proposals and high-level knowledge exchange with prospective supporters

## Advantages of Developing Corporate Partnerships

- Significant source of support for faculty
  - Research Funding - both gift/grant funding and sponsored research
  - Scholarships / Fellowships
  - Data sharing for real-world applications
  - In-kind support – equipment for labs
  - Visiting scholars
- Career paths for your students
- Opportunity to increase impact of your research
- Real-world knowledge informs research
- Partner for government proposals

***Companies are Investors in Academia  
Need Return on Investment***



# Types of Investment in Research Collaboration



## Small to Medium Funding

Individual faculty research projects  
(gift funding or sponsored)  
Programmatic and curriculum  
support for students  
Recruiting initiatives  
Diversity, Equity, and Inclusion



## Affiliate Programs

Built around a particular Center,  
technology area, or objective  
Best opportunity to leverage dollars  
*and* time for both faculty &  
companies  
Can lead to individual follow-on  
collaborations



## Larger Funding Levels

Buildings  
Centers  
Endowments  
Institutes

## Significant New Corporate Partnerships in the Past Few Years

- USC-Capital One Center for Responsible AI in Finance (CREDIF)
- USC-Amazon Center for Secure and Trusted Machine Learning
- USC-Meta Center for Research and Education in AI and Learning (REAL@USC)
- Dynamic Imaging Science Center – NSF/ Siemens Healthineers Collaboration
- USC iPodia and Microsoft Collaboration
- Toyota and Siemens joined new Center for Autonomy and AI Affiliates Program



## Other Examples of Companies that have Recently Provided Funding

- |               |                         |                         |                       |
|---------------|-------------------------|-------------------------|-----------------------|
| • Amazon      | • Cisco                 | • Lockheed Martin       | • JPMorgan Chase      |
| • Google      | • Qualcomm              | • Northrop Grumman      | • Sony                |
| • Apple       | • Intel                 | • Boeing                | • 3M                  |
| • Microsoft   | • Qualcomm              | • RTX                   | • Agilent             |
| • Chevron     | • Marvell Semiconductor | • Aerospace Corporation | • eBay                |
| • Halliburton | • Samsung               | • UPS                   | • Raymond Corporation |

## Corporate Support – 3 Main Types for Research Funding

- **Gift** – No expected deliverables or specific timeline. Usually no statement of work in agreement but can be restricted to specific research and companies can ask for a proposal. – 15% standard overhead/indirect cost fee.
  - Need Viterbi cost share approval if less than 15%
- **Grant** – Usually statement of work. Variable overhead/possible cost share.
  - Sometimes goes through VBA/DCG, but please contact CFR first.
- **Sponsored Research Contract** – Statement of work, deliverables, timeline, usually IP requirements – 65% overhead/IDC.
  - Note: these must go through VBA/DCG (same as govt process), but please contact CFR first and we will work this with you
  - CFR may be able to negotiate funding avenue to adjust agreement to a gift/grant instead of a contract so assessed at a lower overhead = more funding to your lab



## Advantages of Foundation/Non-Profit Support

- Significant sources of philanthropic support:
  - Major source of funding for specific research domains
  - Often committed to solving major societal issues
  - Open calls for proposal
  - Invitations to submit proposals
- Requires different approach that may provide sustained funding
- Some convey a great deal of prestige
- Most go through VBA/DCG, but CFR often involved – Viterbi CFR or Univ Foundation Relations



## Recent Awards from Foundations/Non-Profits

- |                                      |                             |                                 |
|--------------------------------------|-----------------------------|---------------------------------|
| • Chan Zuckerberg Initiative (CZI)   | • One Mind                  | • Schmidt Futures               |
| • David & Lucille Packard Foundation | • American Cancer Society   | • Charles Lee Powell Foundation |
| • Paul G. Allen Family Foundation    | • American Chemical Society | • Good Ventures Foundation      |
| • Alfred P. Sloan Foundation         | • American Heart Assoc      | • United Engineering Foundation |

**Foundations are looking for impact from their investment**

## How to Work With Us

- Contact a CFR member for any activity/proposal with a company or foundation
  - Contact from a conference/publication
  - Identification of a relevant RFP - CFR opportunities sent in weekly Viterbi GIST
- Update us on your research - the more we know, the more we can share with prospects
  - Share with us the companies and foundations with overlapping interests
  - We can often help identify potential matches after a quick conversation
- CFR can provide assistance with every phase of the proposal process from solicitation strategies, editing/submittal of the technical proposal, to pulling in the funds and interfacing with your Research Administrator, to reporting/stewardship

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## How to Work With Us (cont'd)

- We can help match you to current RFPs - need your help!
  - Keep your faculty profile and research website updated through myViterbi to ensure you are linked to the best keywords in the Viterbi Faculty Directory
  - Find time to meet with one/more members of our team to provide an overview of your work

# Contact Us

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# Thank You!

*For questions, please contact any of us directly.*

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