

# To consult or not to consult?

Materials Department  
14<sup>th</sup> September 2021



# Agenda

- Introduction

- Overview of academic consultancy
- Consultancy – Types & Motivations
- University policies & OUI processes
- Pricing and fees

- Case Studies

- Q&A



# Introduction



**Gurinder Punn**

Consulting Services

MPLS, EngSci,  
Materials & Physics

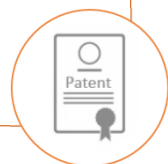
# Oxford University Innovation Ltd

Commercialising technology and expertise from the University of Oxford



• **Transferring technology** through Licensing, Ventures, IP and Patents, Material Sales, Clinical Outcomes, Startup Incubator

**Licensing & Ventures**



• **Supporting researchers and external partners** to utilise academic expertise and technical services

**Consulting Services**



• **Enabling ventures to grow from concept to maturity** through Seed Funds, Oxford Angels Network, Spinout Equity Management

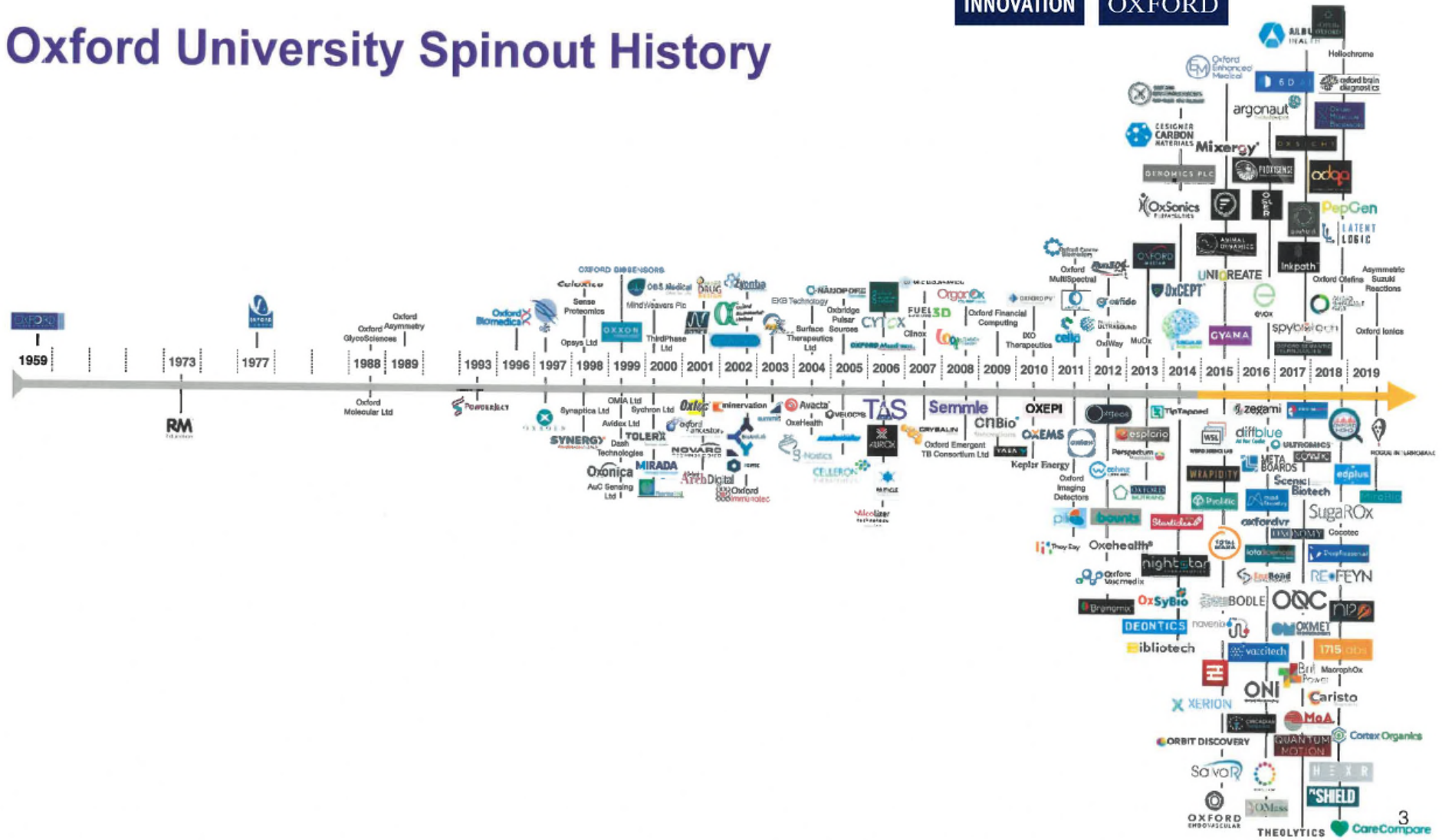
**Funding, Investment & Management**

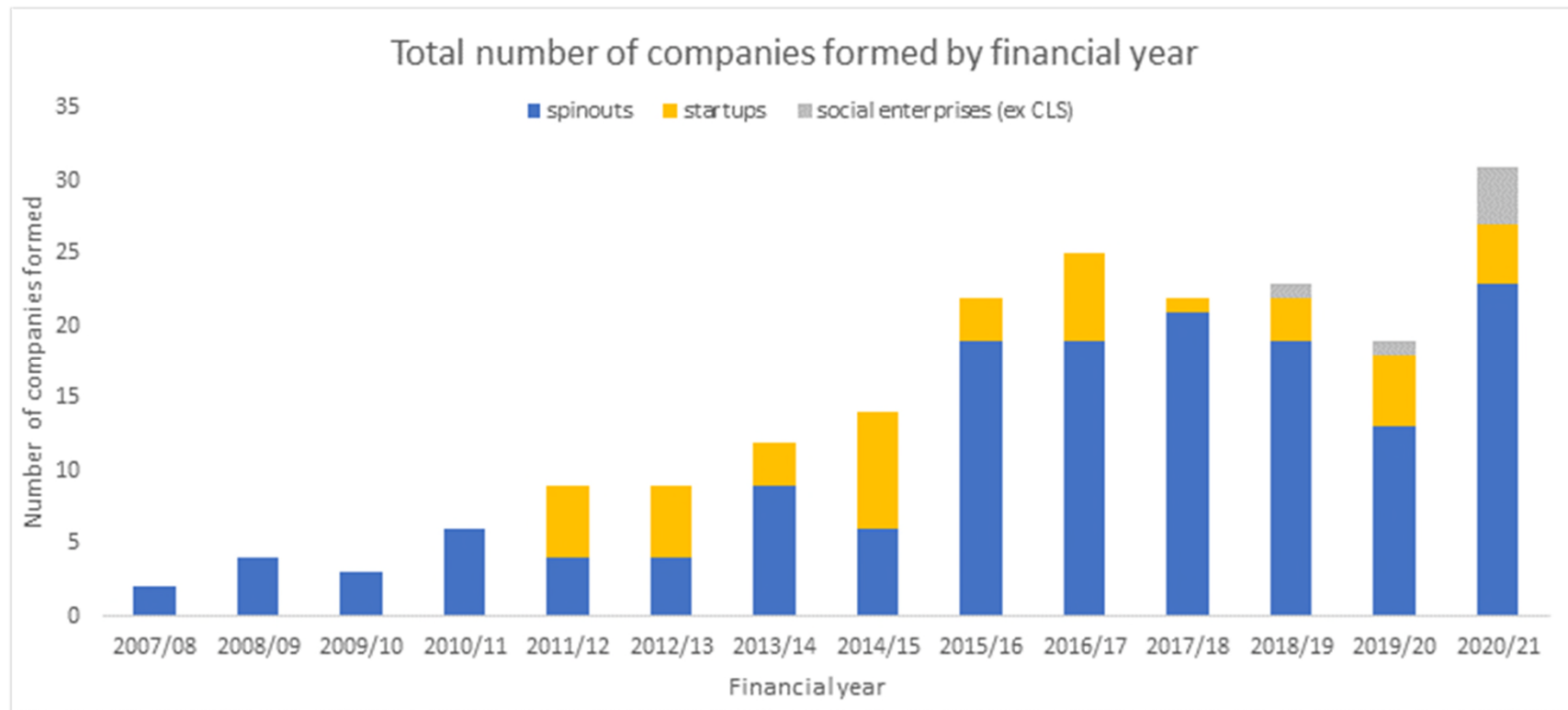


OUI is 100% owned by the University of Oxford



# Oxford University Spinout History





2020/21 – 31 companies formed, 23 Spinouts, 4 Startups & 6 Social Enterprises

# Consulting Services: Scale of activities – FY19/20 (12m)



Over 840 enquiries,  
529 contracts

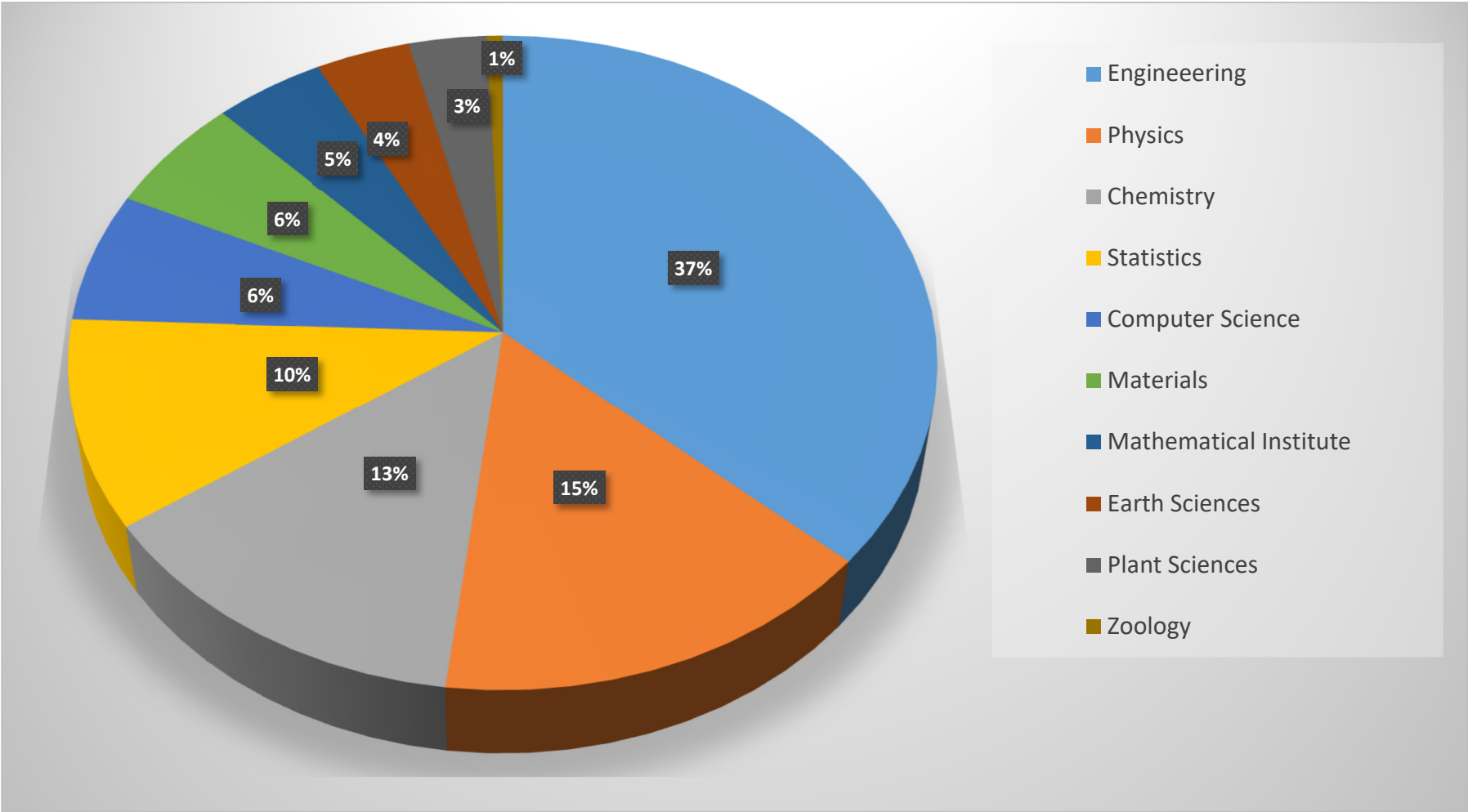
330 clients



348 consultants deployed

>2,356 academics now  
registered

# Consulting Contracts for MPLS by Department

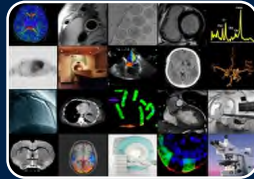




Consulting Services aims to...



help Oxford University staff to identify what is a consulting opportunity and manage those opportunities



support University departments in arranging consulting opportunities



provide external organisations with access to University expertise, facilities and equipment

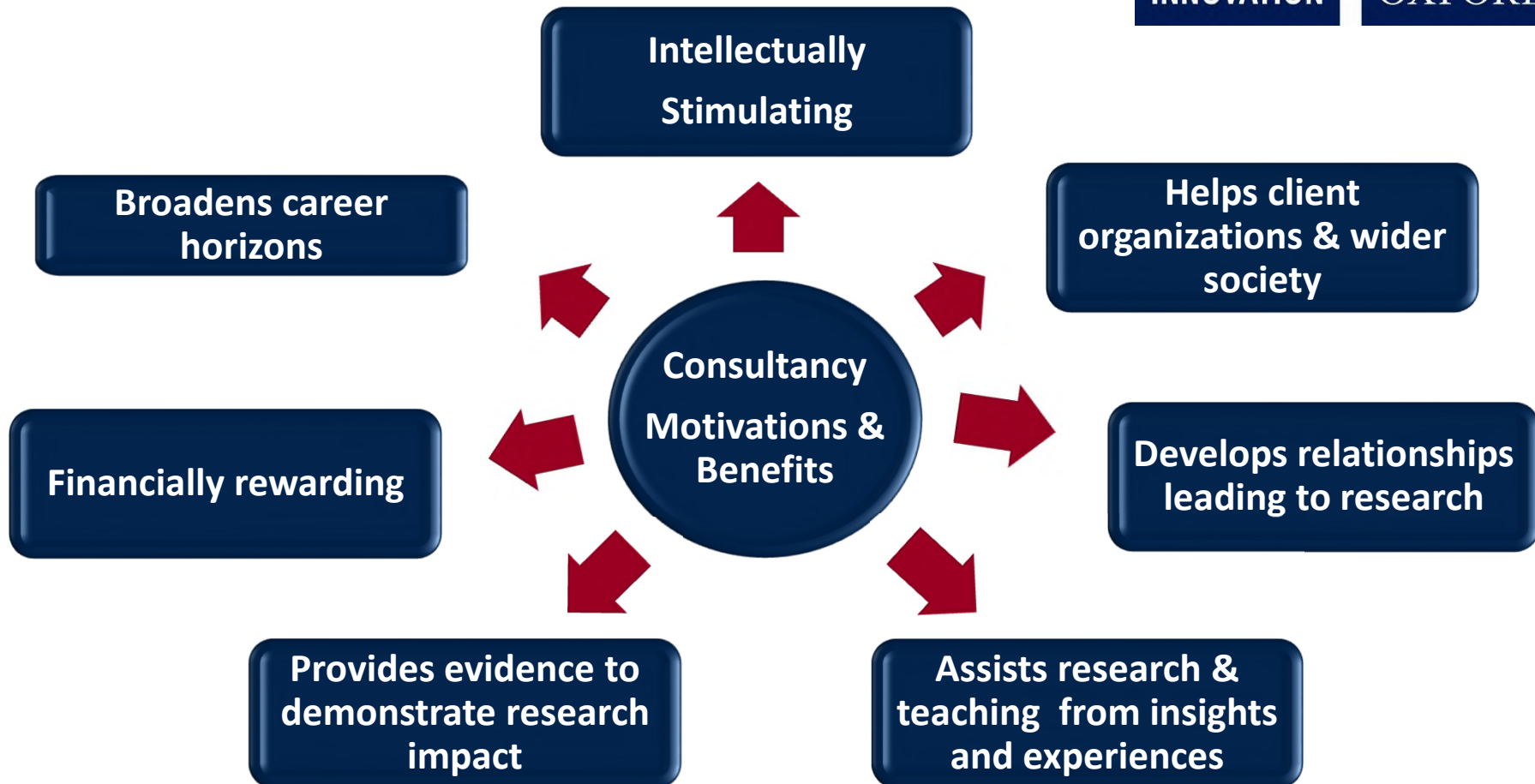


# Types of Consulting

- Product / Strategy analysis & summary report writing
- Bespoke problem solving
- Roundtable discussions
- Advisory Boards
- Software installation & implementation
- Mentoring / Training
- Speaker Agreements
- Expert Witness

# Why do academic consulting?

Motivations & Benefits



## What is the University's view?

“Consultancy activity is one of the important means by which staff at the University of Oxford can make available their knowledge and expertise to government, public sector organisations, community groups and business.

Such interactions in turn benefit the University, as staff bring back to their teaching, research and other roles the insights, experiences and contacts they have gained as consultants”



# Consultancy policy & procedures



- Staff may do up to 30 days of personal consultancy per academic year (Departmental consultancy no policy limit)
- University approval is required via the OA1 form
- Background IP must be protected
- Conflicts of interest need to be managed
- Appropriate insurance must be held
- Academics must indemnify the University against financial risk
- OUI's Consulting Services provides full transactional support

SEARCH ADMIN WEB Q Search Go!

## Regulations for the holding of outside appointments and the conduct of outside work

Statutes and Regulations

### Council Regulations 5 of 2004

Made by Council on 14 July 2004

Amended on 22 July 2010, 17 March 2011 and 1 October 2016 (Gazette, Vol. 146, p. 708, 21 July 2016)

- (1) All university academic and academic-related employees, with the exception of associate professors who are mainly employed by colleges, shall obtain approval from their head of department (or equivalent), for the holding of any outside appointment (including executive and non-executive directorships on the boards of external organisations, spin-off companies and, for this purpose, University subsidiaries), and for undertaking other outside activities (including consultancies) which require a commitment of time that otherwise might reasonably be expected to be devoted to University duties.
- (2) If the head of department (or equivalent) has an interest in the appointment or activity under paragraph (1), the application for approval shall be made to the person at the next higher level of authority. In most cases this will be the head of division.
- (3) Council shall establish the line of approval under paragraph (1) for senior officers of the University by standing order.

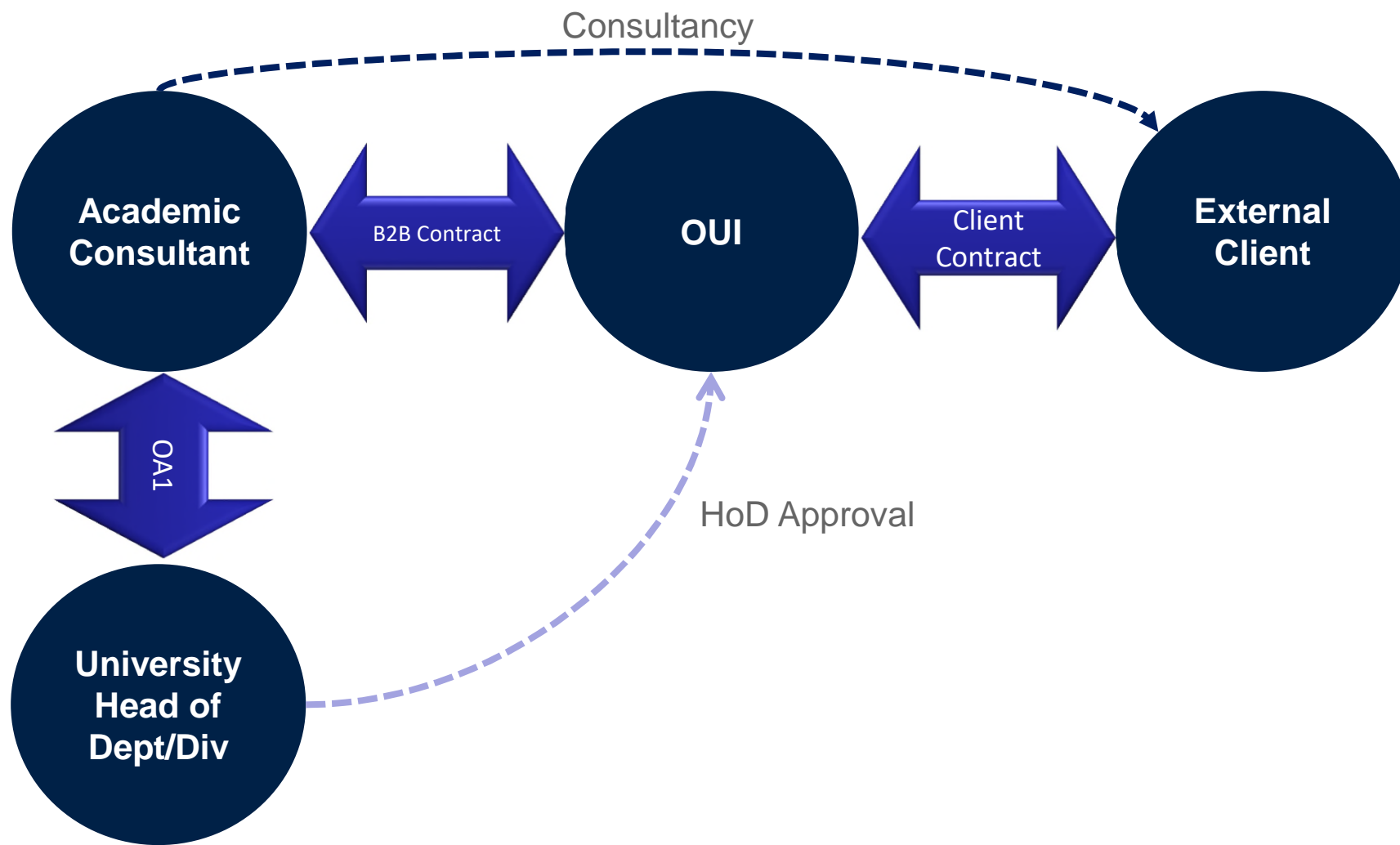
2. Such approval is not required for:

- (1) the holding of the office of Proctor or Assessor;
- (2) the holding of the office of internal or external examiner in any examination;
- (3) clinical work, where this is already set out in the terms and conditions of employment of staff with clinical responsibilities;
- (4) activities or responsibilities normally associated with, or arising from, scholarly work which do not involve a formal and continuing contract (including, for example, serving as a grant reviewer; or as a member of an editorial board, or the board of a learned society, or being a member of a research advisory body, or government sponsored committee, or participating in practice runs for the REF, or giving occasional guest lectures, or one-off lectures with an honorarium);
- (5) activities or responsibilities which are neither paid nor require the commitment of time that might otherwise reasonably be expected to be devoted to university duties.
- (6) participation in public duties (such as acting as a school governor or as a magistrate), which shall be undertaken in accordance with such guidance as may be published on the Personnel Services website from time to time.

3. Approval may be granted for outside work and the holding of outside appointments, without any deduction from salary, subject to the following conditions:

<https://hr.admin.ox.ac.uk/holding-outside-appointments>

# Consulting Services – modus operandi



# Benefits of using OUI Consulting Services



OUI CS works on your behalf to:

- Advise on and negotiate fee rates
- Negotiate contracts to protect academic interests and those of the University
- Provide cover under the University's professional indemnity and liability insurance policies
- Assist with internal approval forms/procedures
- Provide advice and support throughout
- Invoice the external client, chase debt and disburses funds

In short, we aim to maximise your time, reduce risk and support impact.



# Pricing/Fees – what to consider



- Consultant's motivation for doing the project
- Seniority & reputation of the consultant
- Rarity of the expertise
- Client's timeframe & availability of consultant
- Fixed fee or time based?
- Nature of the work – expert witness work pays well
- Type of client – local company or global corporation / Charitable
- Are there other benefits? e.g. royalties or subsequent research collaboration
- Competitor pricing, if bidding for work
- No payment in shares/stock/cryptocurrency options in lieu of cash.

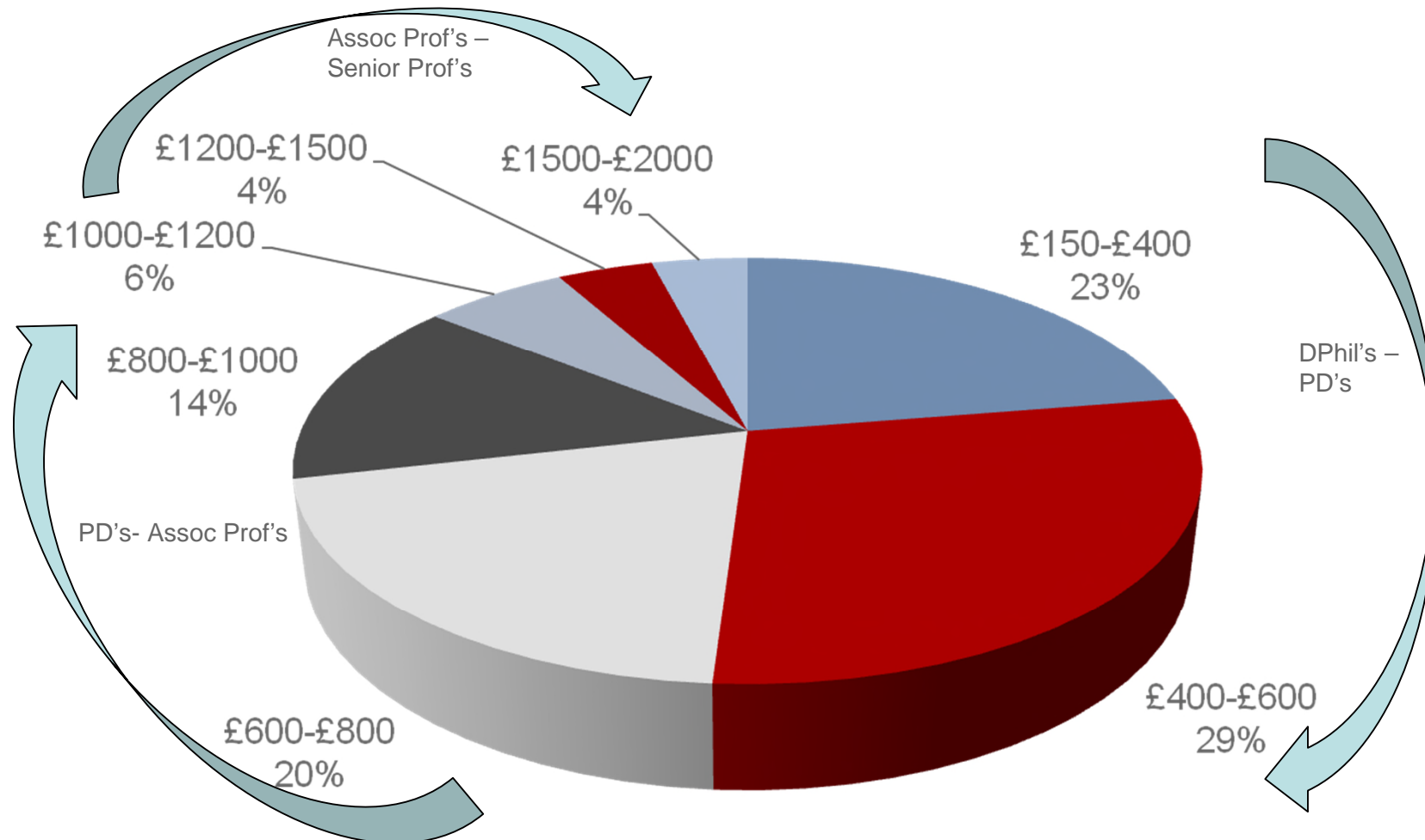


# Pricing – Because your worth it!

(DPhil, Post-Doc, Assoc Prof, Prof, HoD)



## Expectation of Consulting Day Rates



# Consulting Services - funding model

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- **10%** for personal consultancies: fees paid directly to academic.
- **10%** for departmental consultancy and services work: fees paid directly into departmental cost centre
- **Consultancies into spin-outs incorporated from 1/8/2020:**
  - 10% in 1<sup>st</sup> year, all of which goes to your Department
  - 10% thereafter with 5% going to OUI & 5% to Department

*Where possible, we try to charge the fee to the company, not the academic*





**Real World  
Examples...**

# Consulting Services: Materials Science Case Study



Client: **A Japanese University**

The Consultants provided **advice and expertise** on:

- 1) Client's plan to establish a world class institution in Material Science
- 2) Project management & budgetary matters
- 3) Academia-Government-Industrial partnerships
- 4) Materials for aerospace and motor industry



3 year engagement involving 2 consultants.



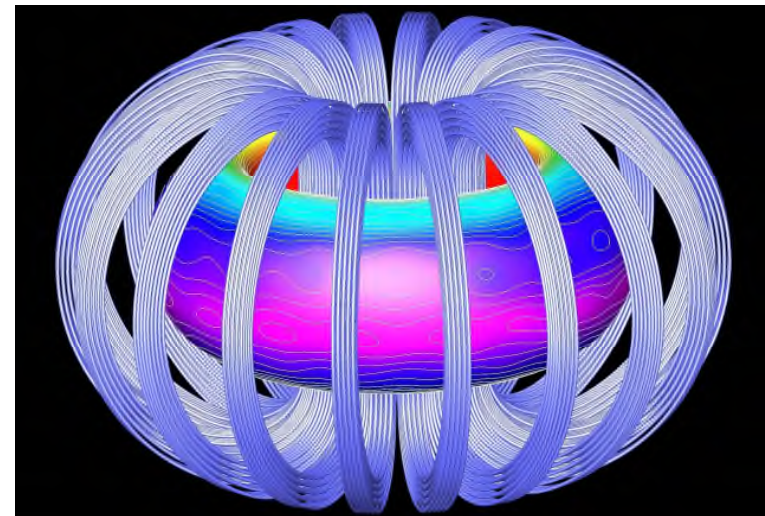
# Consulting Services: Materials Department Case Study



**Client: A company developing nuclear fusion**

The Consultant sits on their advisory board and also provides advice and expertise on materials used in fusion reactors.

Ongoing consultancy since 2018.



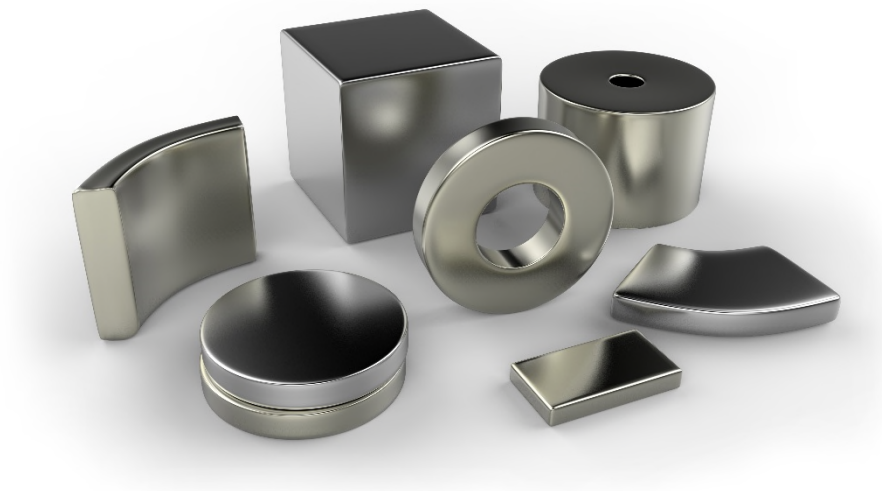
# Consulting Services: Materials Department Case Study



Client: **A world leader in developing high-added value alloys**

The Consultant sits on their advisory board

Ongoing consultancy since 2013.

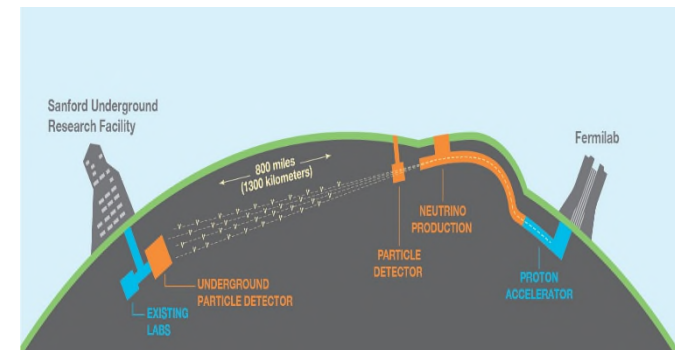


# Consulting Services: Physics Department Case Study



Client: **UK University** who's recently joined the DUNE Collaboration.

The client needed a highly experienced, internationally recognised, Professor of Particle Physics in helping them formulate their recruitment strategy, developing their most appropriate intellectual and technical contributions to the DUNE experiment within the framework of the UK DUNE collaboration (STFC funded) and his insights into how they should proceed in terms of strategic direction and tactics to achieve these aims the next few years.



DUNE - The Deep Underground Neutrino Experiment is a leading-edge, international experiment for neutrino science and proton decay studies.

Consultant is a senior academic in the Physics Dept



# Consulting Services: Engineering Science Case Study



Client: **ODQA** (Oxford Spinout)

Consultants: Founding Professor & 3 Postdocs

ODQA's strategy is to develop renewable energy technologies.

Scope: The consultants led the analysis to review existing specific heat transfer technologies and advising client on the outcomes.

This then led to providing advice and expertise to the client to develop and test analytical and numerical models and to help design prototype systems.

Contract has been renewed annually





# Consulting Services: Zoology Department Case Study



Client: **Destiny Pharma plc**

Consultant: Professor from Zoology department

The Client's antimicrobial agent, XF-73, is currently undergoing trials for the prevention of post-surgical staphylococcal infections

The Consultant provided an assessment of the potential for resistance to XF-73 to develop in *S. aureus* (MRSA) by:

1. Using data from a number of established microbiology models and a combination of population genetic and statistical approaches
2. Carrying out a literature review on antibiotic resistance in MRSA
3. Writing up the finding as an independent review

They concluded that current evidence suggests low potential for resistance to evolve



# Consulting Services: Statistics Department Case Study



Client: Global Biopharmaceutical Company

The Consultant provided expertise to assist the Client regarding:

1. **Computational strategies and methodologies to model** and study protein 3D structures or protein classes, e.g. antibodies, as defined by the Client
2. Improve existing Client computational technologies protein 3D structure modelling, protein-protein docking and biological network construction
3. Attend meetings to provide advice regarding the above

200 hours consultancy **renewed over 4 years**, one senior academic

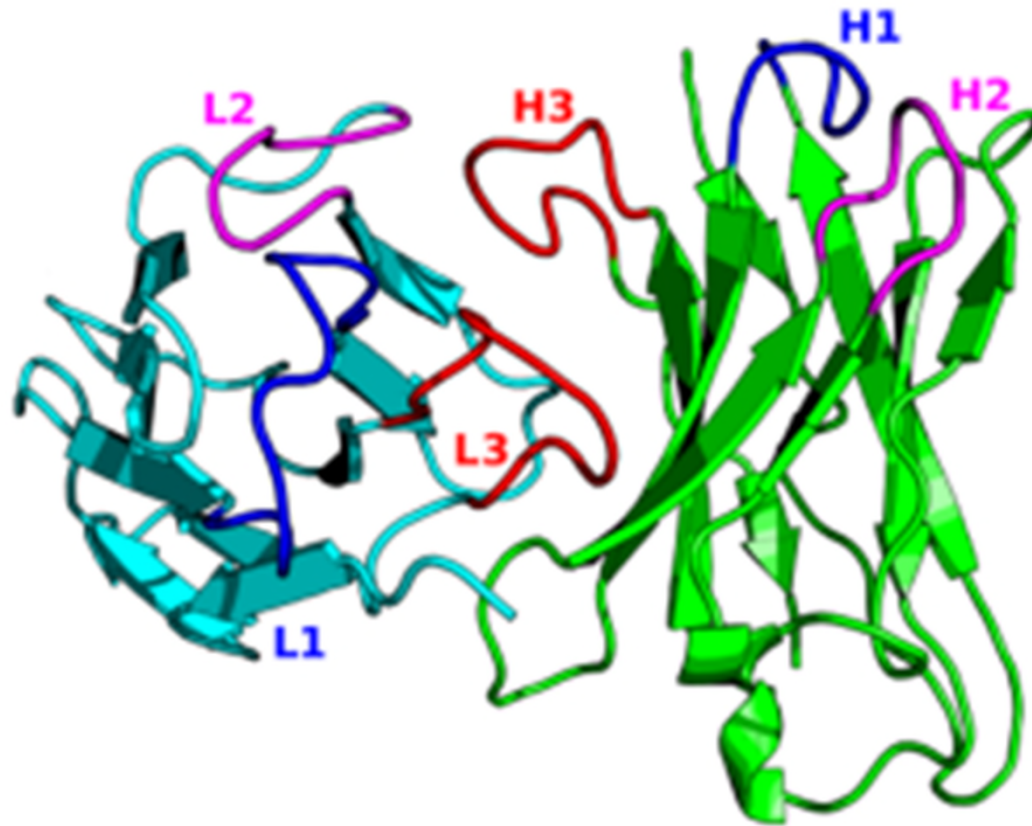




## Consulting with Licensed Software IP

### “Virtual Assay”

- The software provides a framework to run *in silico* drug trials in populations of human cardiac cell models for predictions of drug safety and efficacy.
- The developers provide Personal consultancy to clients regarding installation, implementation, data selection & analysis and training...
- Virtual Assay is available as licensed software via OUI’s Software Shop!



## Consulting with Licensed Software IP

### “SabBox” Example:

- SAbDab and SAbPred are valuable resources for both computational and experimental antibody research and design
- Many pharma companies are now using the “SabBox” software
- The developers provided Departmental consultancy to clients regarding installation, implementation, migration, training and data analysis
- SabBox is available as licensed software via OUI’s Software Shop!

# Summary: OUI's Consulting Services



**Managing Projects**  
**Handling Admin**  
**Securing Payments**



**Negotiating Contracts**  
**Providing Insurance**  
**Protecting Interests**



**Finding Opportunities**  
**Preparing Proposals**  
**Offering Advice**



# THANK YOU



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