

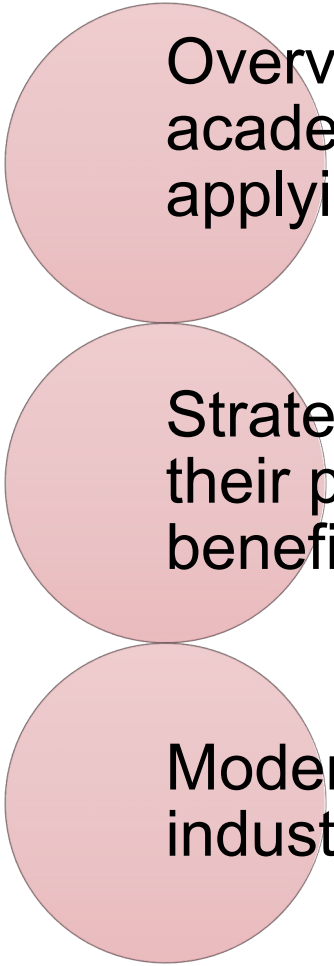
# From Capitol to Corporation: Unlocking Research Funding from the State and Private Industry

**David Hanson**  
**Assistant Vice President for Research**

**Anne-Laure “Anlo” Schmitt-Olivier**  
**Research Translation Officer**

Diversifying Research Funding series | July 9,  
2025

# Agenda



Overview of state-level programs and agencies that support academic research and innovation. Tips on identifying and applying for state funding

Strategies for connecting with companies, understanding their priorities, building trust, and structuring mutually beneficial collaborations

Moderated discussion with faculty who have secured industry funding

# Finding Funding Opportunities with the State

- No single resource or even terminology
  - Request for Proposals is a fairly common term
- Check each department's websites & look for listserves
  - List of Department and Agencies <https://www.nm.gov/departments-and-agencies/>
  - Commonly useful agencies to track
    - Economic Development Department
      - Office of Science and Tech <https://edd.newmexico.gov/business-development/edd-programs-for-business/office-of-science-technology/>
      - Creative Industries Division <https://edd.newmexico.gov/business-development/creative-industries/>
    - New Mexico Environment Department <https://www.env.nm.gov/requests-for-proposals/>
    - Energy Minerals and Natural Resources Department <https://www.emnrd.nm.gov/requests-for-proposal-rfp-and-invitations-to-bid-itb/>
- Look for legislative update each spring as a preview of things for the fall
- Ask FRDO, ORTIP, and Gov Rel for help if you have an idea

# Creating Funding Opportunities with the State

- Meet with ORTIP and Gov Rel about your interests
  - Are they university level priorities?
    - President, Provost, OVPR initiatives
      - generally set in late spring for summer meetings and early fall for legislative pushes
    - Grand Challenges
    - Category 3 (university-wide) Centers
    - Dean-level interest (meet with your Assoc. Dean for Research)
  - What legislators have interests in your area?
    - Gov Rel is an amazing resource
      - KEEP THEM IN THE LOOP EARLY AND OFTEN
    - Use your networks to learn about interests and get to know your representatives
      - DON'T MAKE DIRECT REQUESTS
  - Presenting to the legislature
    - Work with ORTIP and Gov Rel for opportunities
    - Summer sessions are an active time and notice is often very short
    - Hone a very short message
    - Focus on specific outcomes and benefits to New Mexicans, not your project details

# Matching Fund Opportunities with the State

- **New Mexico Match Fund**
  - \$75M, but \$2.5M annual cap for universities, available for many kinds of organizations
  - Department of Finance and Administration
  - Only for grants requiring match
  - 20 day response (max), can apply 90 days before grant is due
- **Technology Enhancement Fund**
  - \$10M, only for UNM, NMSU, NMT, and NTU
  - Higher Education Department
  - Several month process, multistep
- **Research Development and Deployment Fund**
  - \$40M, Created in House Bill 20 from 2025
  - New Mexico Economic Development Department
  - Large committee being formed
  - Fewer restrictions match requirements, also available to private sector

# Potential large opportunity

## Community Benefit Fund (Senate Bill 48 2025)

1. Reduce a greenhouse gas
2. Increase electric grid capacity
3. Increase electricity from renewable energy
4. Reduce the use of combustion engine vehicles
5. Assess or reduce the effects of climate change (eviron, ag, health)
6. Assist public entities in purchase of EVs and charging infrastructure
7. Expand economic development to mitigate climate change
8. Establish or expand worker training that help 1-7

## 2025 Quantum RFP Example

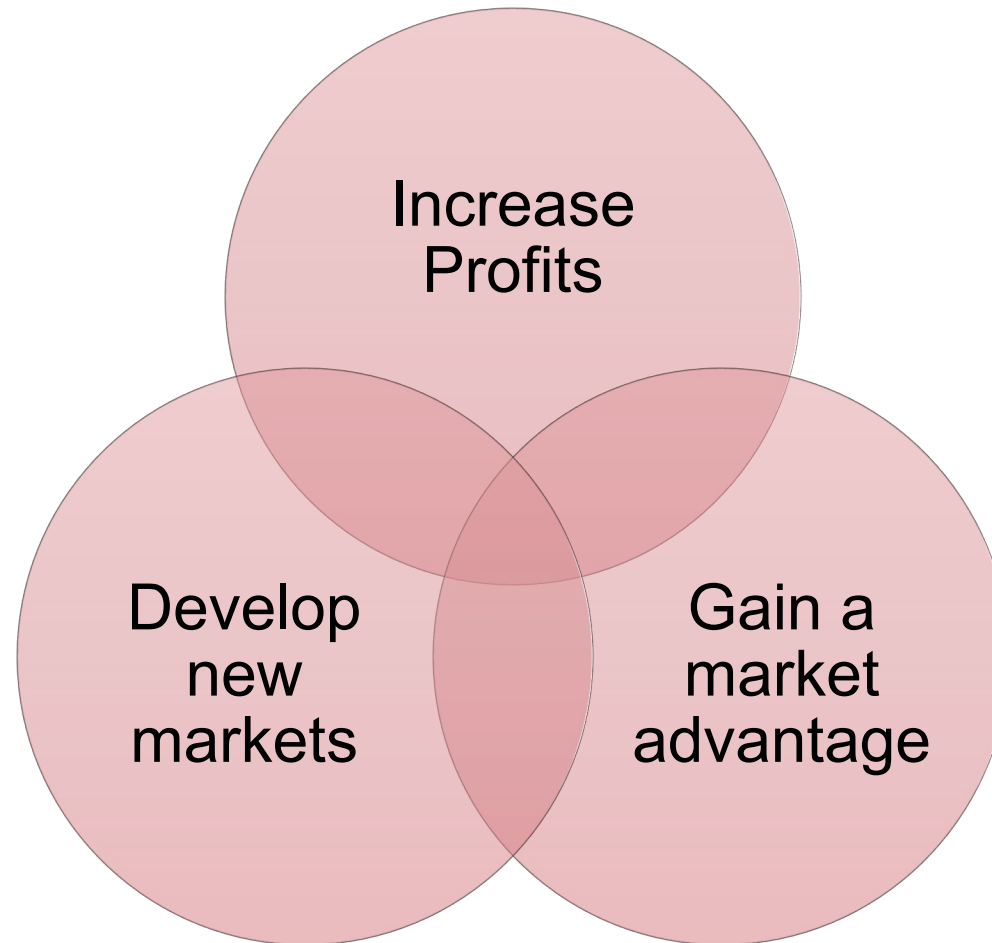
Two line items for NM EDD in the 2025 budget

- \$12.5 M for quantum venture studio
- \$12.5 M for quantum space
- 1-year to spend the money
- 3 weeks to prepare a proposal

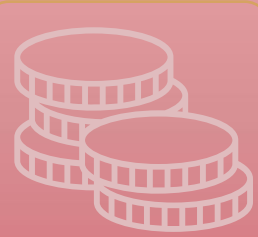
Successful strategies

- Communicate with Gov Rel, ORTIP, and Agencies
- Start plans before RFP
- Decide what organization should lead
- Engage FRDO early

# Industry's Goals



## Strategic Reasons Industry Works with Universities



### Cost

- Special facilities and instruments
- Access to government funding



### Expertise

- New perspectives
- Outsource a research project or testing service
- Boost brand perception and stakeholder trust
- Valuable intellectual property (IP)



### Workforce

- Supply of local talent
- Pipeline/access to talent
- Employee training

# Tips for Engaging with Industry Partners



Use your UNM  
Resources

Do your  
Homework

Protect your  
Confidential  
Information

# Use your UNM Resources

Office of Research  
Translation,  
Innovation, and  
Partnerships (ORTIP)

Associate Deans for  
Research

Chairs

Coworkers

UNM Rainforest  
Innovations (UNMRI)

Anderson Business  
School

Alumni

## Do your Homework



**Attend industry-relevant** events, conferences, or webinars to make connections



**Understand the company's needs** and ensure **alignment** with your goals



**Research the company's** recent projects, partnerships, or strategic priorities



**Identify the right point of contact** (e.g., business development, R&D, or innovation team)



**Tailor your message**—know your audience when discussing your research

# Protect Confidential Information

## WHY

- Once shared, confidential information can't be unshared
- Public disclosure can jeopardize patent rights

## DO

- Talk to UNMRI and/or ORTIP before engaging with a company
- Use a non-disclosure agreement (NDA) to protect both your information and theirs
- Delay detailed technical discussions until an agreement is in place
- Flag confidential information and label it appropriately

## DON'T

- Discuss unpublished results in open meetings or emails
- Assume “informal” conversations don't count
- Share data or software without review

# Proposal: Federal vs Industry

Federal Proposal	Industry Proposal
Abstract	Executive Summary
Background	Introduction
Focus on Science	Focus on Application
Technical	Less Technical/More Tactical
Long	Short
Optimistic Timeline & Deliverables	Realistic Timeline & Deliverables

# Key Elements for a Collaborative Proposal

FRDO can Help  
you!!



**Challenge & solution**  
– what problem are  
we solving?



**Scope & outcomes** –  
what will be done,  
what are the results?



**Roles** – who's doing  
what?



**Budget\*** – cash, in-  
kind, and cost  
breakdown



**IP** – ownership and  
usage expectations



**Publications** – how/if  
results will be shared

*\*Note that UNM generally avoids cost sharing and will only consider it when required by the sponsor or, in rare cases, justified by the competitive nature of the award.*

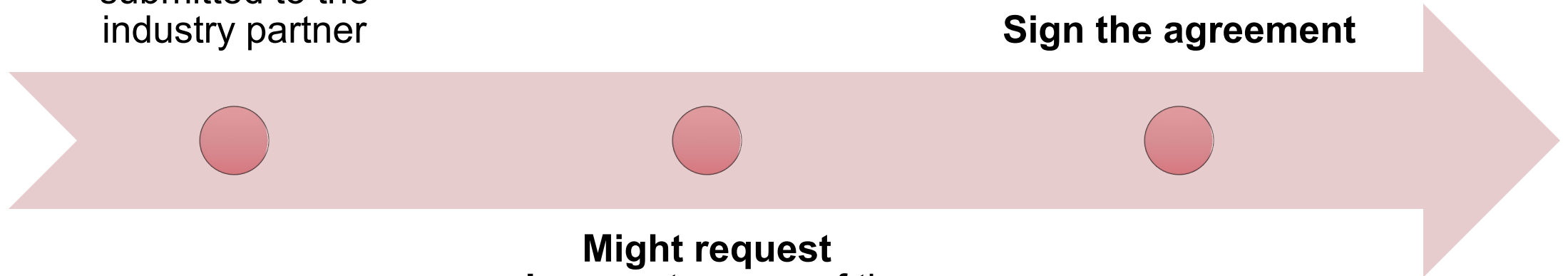
<https://policy.unm.edu/university-policies/2000/2430.html>

# Navigating Internal Review and Approval - OSP

**Review and approve**  
the proposal before it  
can be officially  
submitted to the  
industry partner

**Sign the agreement**

**Might request  
changes** to some of the  
proposed terms,  
depending on UNM's  
policies and guidelines



# Avoid Common Deal Breakers

- **Misaligned Timelines** - Industry views 6 months as a long project; academia may still be drafting
- **Unrealistic or Unclear Budgets** - Ensure transparency and aligned funding expectations
- **Unclear IP Expectations** - Clarify ownership, usage, and commercialization early
- **Disagreements on Publications** - Discuss and document sharing expectations upfront



# Lessons Learned

- **Discuss IP expectations early on:** background IP (BIP), foreground IP (FIP), option/license
- **Involve FRDO, OSP, and UNMRI early**
- **Sending or receiving materials/data** from the company or **requiring materials/data or expertise from** third parties may require additional agreements. Plan ahead!
- Provide a **realistic budget**—don't undersell yourself, but avoid being overly ambitious
- Set **realistic, achievable milestones and deliverables**, allowing for potential delays
- **Communicate regularly and frequently** with your industry researcher/POC
- **Under promise and over-deliver**

# Resources

- [Office of Research Translation, Innovation, and Partnerships website](#)
- [Faculty Research Development Office \(FRDO\) website](#)
- [Anderson Business School](#)
- [UNM Rainforest Innovations](#), the technology-transfer and economic-development organization for UNM
- [Halo](#): Find partners aligned to your research interests, and join networks or submit to open calls to get discovered
- UIDP - a global forum leading companies and research universities focused on improving partnerships and maximizing the benefits of cross-sector collaboration ([Insights for Researchers Learning Path](#), [Researcher Guidebook](#), [Pitch Perfect: Presenting to Industry Research Sponsors](#))
- [New Mexico Grant Makers Directory](#), grants database focused on private funding—local and national

# Panel



**Allyson L. McGaughey**

Assistant Professor

Gerald May Department of Civil,  
Construction, & Environmental  
Engineering



**Meeko Oishi**

Professor

Department of Electrical and  
Computer Engineering



**Nathan Jackson**

Associate Professor

Department of Mechanical  
Engineering

