

Public-Private Partnership Experiences

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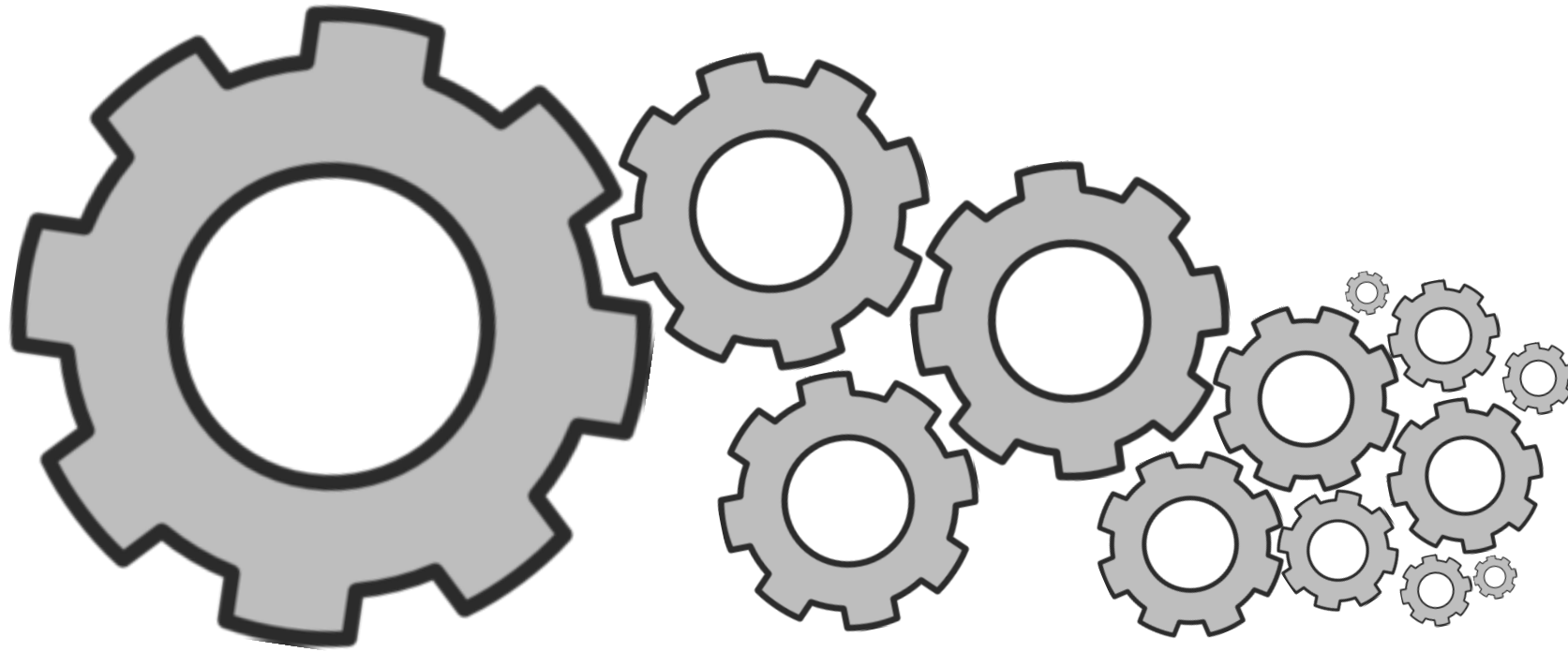
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Topics for Ten Minutes

- Thoughts about Public-Private Partnerships
- Maximizing Data Use and Research Impact
- Lessons Learned?
- Any Innovative Ideas?



A Useful Model



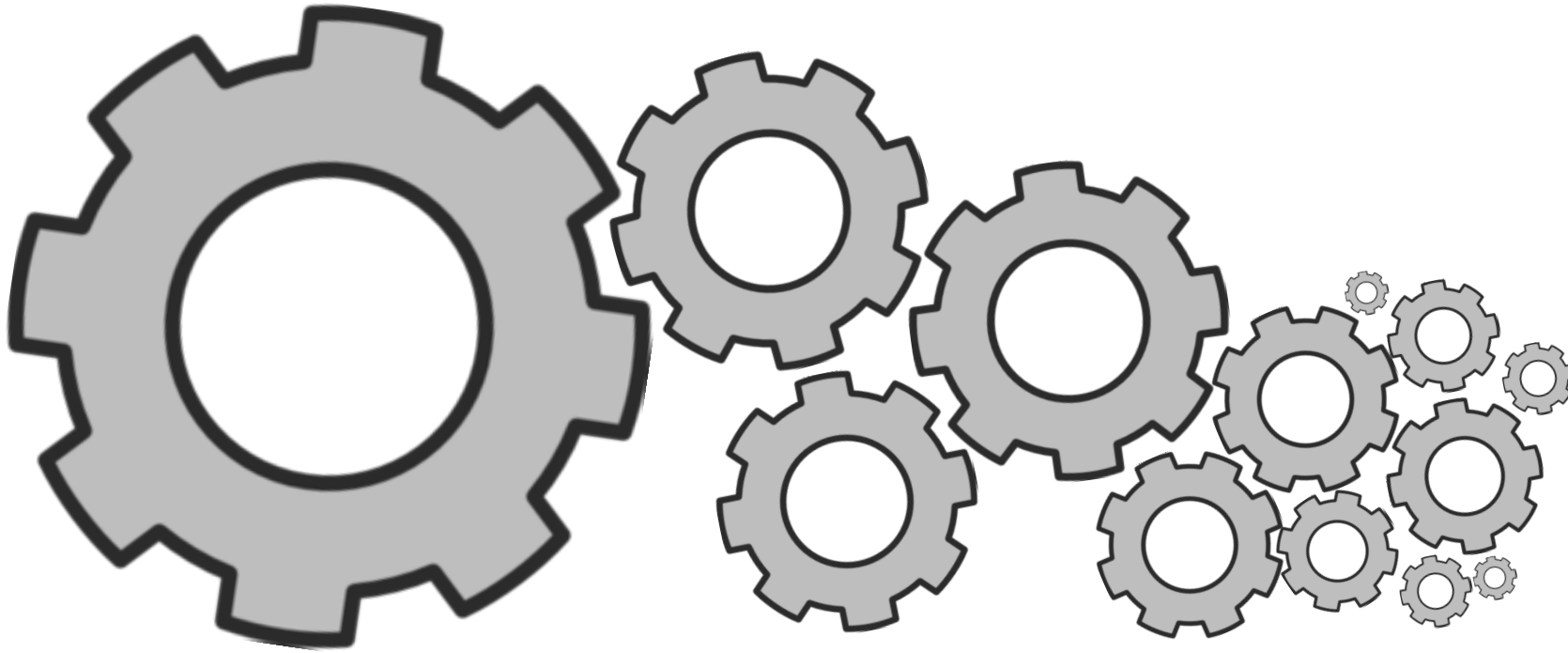
Government

Academia

Industry



NOAA Uncrewed Systems Data Assembly Hub



NOAA NCEI

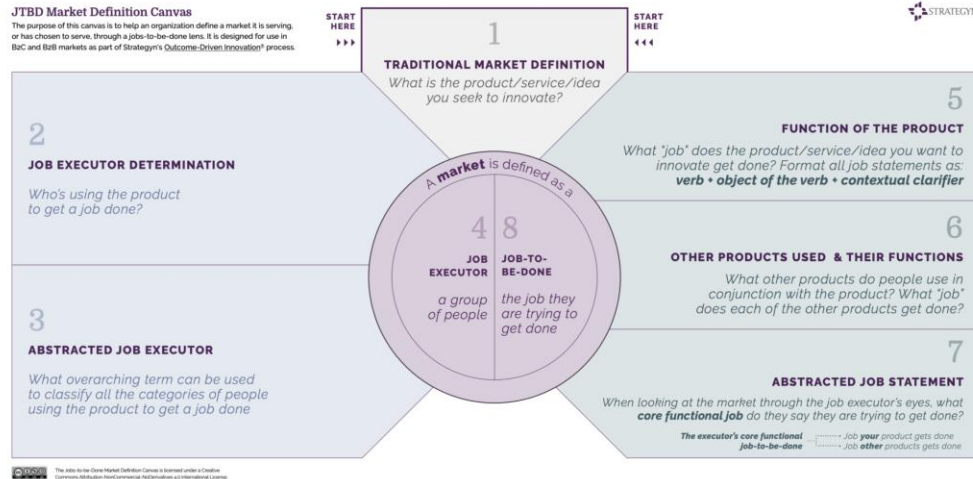
USM

Hyperion



Maximizing Data Use & Research Impact

Commercial entities start with the customer first



Lean Startup concepts:

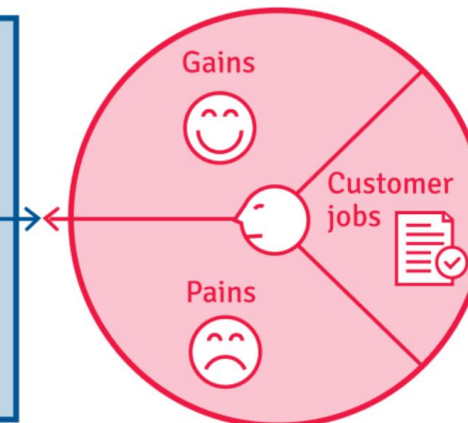
- Customer Discovery
- Minimum Viable Product
- Product-Market Fit
- Pivots



Value Proposition



Customer Profile





Maximizing Data Use & Research Impact

Common blind spots outside industry:

What must be done well when bringing a concept “to market” as an enduring, thriving product or service

Customer awareness / Marketing	Customer support
Initial and long-term pricing	Cultivating reliability and simplicity
Cash flow / Accounts receivable	New feature design and development
Accommodating third-party revisions	Packaging for shipping or consumption
End of Life preparation and management	Infrastructure maintenance and growth

A Big Challenge(s) Ahead

AI algorithms are relentless data consumers

One algorithm can be hungrier than all the humans
... and more productive than all of them too

Fully stresses the infrastructure weak points:
storage, compute, or network

This sort of demand can't be "free"
So, we are enabling future AI contributions



A Proven High-Impact Innovation

- What makes for good data stewardship?
 - Findable
 - Accessible
 - Interoperable
 - Reusable
- How do we make that mean something?
 - Create a score!
 - There is a reason these are so ubiquitous now
 - Drives “producer” and “consumer” behavior
 - Stars seem to work! ★★★★★

