

## Findings from the Survey of ATP Joint Ventures

ATP has funded nearly 200 research joint ventures involving over 800 companies, universities, and other organizations. The *Survey of ATP Joint Ventures* was carried out in 2003 to assess characteristics and outcomes of ATP-funded research joint ventures. Findings include *qualitative measures* of success including overall satisfaction, intangible benefits, trust, degree of knowledge sharing, and *financial measures* such as revenues, cost savings, additional R&D investment, and *research measures* such as patenting activity.

### Key Finding:

Over 90 percent of survey respondents indicated that there was little or no chance of the ATP joint venture forming without ATP funding. *The absence of the ATP catalyst would have resulted in the loss to the nation of the following benefits realized, to date, from technology developed from the ATP research*

- \$1.86 Billion in product revenues
- \$115 Million in cost savings
- \$1.3 Billion in additional R&D
- 133 Patent applications

### Collaborative R&D as a result of ATP has also generated the following benefits...

*The mission and selection criteria of ATP helps “stretch” companies to take on greater challenges than they otherwise would and assists in leveraging university expertise.*

- Approximately four-fifths of respondents indicated that the ATP research represented a new direction for the company and/or industry.
- Approximately two-thirds indicated that the ATP research was riskier and had a longer time horizon than their typical research project.
- Approximately two-thirds indicated that the ATP project involved interaction with universities.

*ATP encourages collaborative R&D, for many companies for the first time. The ATP structure helps establish and enforce mechanisms designed to build trust, coordination, and cooperation.*

- More than one-third of respondents indicated that the ATP project represented their first collaborative R&D experience.
- More than three-fourths found that the ATP project was successful in facilitating knowledge exchange, achieving good coordination, and implementing sound governance procedures.
- Respondents indicating higher levels of trust also attributed a greater importance to ATP in fostering trust and cooperation.

### **Statistical analysis supported a number of general conclusions...**

*The greater the extent ATP “stretches” companies, the more likely they are to experience positive outcomes for qualitative, financial, and research measures of success.*

- Projects with greater technical risk are more likely to have positive outcomes for qualitative, financial, and research measures.
- Projects that are more ambitious or represent a new research direction are more likely to have positive outcomes for qualitative, financial, and research measures.
- Projects with greater amounts of university interaction are more likely to have positive outcomes for qualitative, financial, and research measures.

*ATP’s role in helping to build trust, coordination, and cooperation also increases the likelihood of project success.*

- Projects with greater knowledge sharing are more likely to have positive outcomes for qualitative measures.
- Projects with greater levels of trust are more likely to have positive outcomes for research measures.
- Projects with higher confidence and satisfaction with the joint venture governance structure are more likely to have positive outcomes for qualitative, financial, and research measures.