

How to determine if your project is Contract Research or Consultancy:

	Contract Research	Consultancy
Definition:	An industry party (the sponsor) has a specific research need and where it meets the full cost of carrying out the programme of work	An academic delivers a professional-level service as an expert adviser or consultant to an external client organisation in exchange for a full commercial fee
Responsible office	UCD Research	ConsultUCD
Basis of project	Seeks to create new knowledge and understanding that is especially relevant to the sponsor but is of mutual benefit	Application of existing knowledge and expertise to offer solutions for the client
Project definition	The sponsor is key in defining the project, but the focus of the work is normally at UCD. The sponsor and UCD might also agree to share any future commercial benefits	The client hires a UCD consultant and defines the project. The consultant applies their existing knowledge and expertise to help the client address their specific problem, need or opportunity
Project outcomes	Outcomes are not known in advance, but the area of study is clearly specified	Outcomes are usually known in advance, and an agreed 'schedule of work' defines activities and outputs in detail
Staff involved	Research team	Only the expert UCD consultant(s) are involved
Use of University resources/facilities	Most likely to use resources at UCD	Usually limited/no use of UCD resources, which (if used) are charged at full commercial rates
Cost v Price	Sponsor pays a fee based on direct costs plus an appropriate overhead that may include a margin for ownership of IP VAT applies	Client pays a commercial fee informed by market rates VAT applies
Timescales	Intermediate timescales (potentially 3 months to 3 years)	Generally shorter timescales Academic is limited to 20% of time
Foreground IP ownership	Commercial rights negotiated case by case, but usually with an expectation that the sponsor will be able to use the results commercially	Client owns all the results of the work, including intellectual property and copyright of any documents created
Publication	Generally academic 'right to publish' applies	Commercial confidentiality terms usually apply Publication not normally permitted without permission from the client

Please contact ConsultUCD for further assistance:

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