

## 2018 Sony Research Award Program

### Sponsor

?Sony

### Program

Sony **Faculty Innovation Award** and **Focused Research Award**.

### Description

As part of one of the world's most innovative and recognizable brands, we are committed to support university research and innovation in North America, while also fostering partnerships with university faculty and researchers. This Research Award Program provides funding for cutting-edge academic research and helps build a collaborative relationship between faculty and Sony researchers. With awards up to \$150,000 per year for each accepted proposal, both the **Faculty Innovation Award** and **Focused Research Award** create new opportunities for university faculties to engage in pioneering research that could drive new technologies, industries and the future.

#### Focused Research Award

**Award:** up to \$150K

**Research Theme:** choose from the [Focused Research Theme List](#) [1]

**Period:** one (1) year, with a possible extension

#### Faculty Innovation Award

**Award:** up to \$100K

**Research Theme:** choose from the list of [Keywords](#) [2]

**Period:** one (1) year, with a possible extension

### Eligibility

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Sony will accept applications from Principal Investigators (PIs) who are full-time professors (adjunct professors are not eligible) or researchers and are eligible to supervise Ph.D. students at a university/educational institution in the USA or Canada. Full professors, associate professors, and assistant professors are eligible to apply.

### **Maximum Project Value**

The Focused Research Award is limited to a maximum of \$150K per proposal. The Faculty Innovation Award is limited to a maximum of \$100K per proposal. This funding is a sponsored research grant that is to be used to conduct the research described in the proposal, and includes any overhead related to this research and any other fees or charges needed to carry out the research.??

### **Indirect Costs**

40%

### **Project Duration**

Please submit proposals for a one year period only. No multi-year proposals will be accepted. An extension of the research may be possible depending upon the results of the research collaboration in year one, but it will require a separate discussion for another award the following year.

### **Special Notes**

#### **Minimum Deliverables**

Three (3) quarterly reports and a final research summary report are required at a minimum.

#### **Visiting Researcher Support**

Sony may request the PI to support a Sony visiting researcher(s) at Sony's option and expense.

#### **Confidentiality**

Proposal authors or universities/institutions must ensure that no confidential or proprietary information is included in submitted proposals. Sony will treat all information submitted in proposals as non-confidential and non-proprietary.

### Intellectual Property (IP) Rights

IP rights are negotiable at the award stage and will be specified in the sponsored research agreement, but at a minimum, Sony requires the right to utilize the results of the research that it sponsors.

### Deadlines

**If College-level review is required, your College will communicate its earlier internal deadlines.**

Type	Date	Notes
<b>Internal Deadline</b>	Tuesday, September 4, 2018 - 12:00pm	Please submit a copy of your proposal, a copy of the 2018 Sony Research Award Program Submission Terms and Conditions, along with an OR-5 Form to <a href="mailto:research.services@uoguelph.ca">research.services@uoguelph.ca</a> [3].
<b>External Deadline</b>	Saturday, September 15, 2018 - 11:59pm	In order to have your Proposal considered by Sony as part of the Program, you must submit your Proposal to Sony by 11:59 pm PDT September 15, 2018 (EDT: 2:59 am on September 16, 2018).

### How to Apply

#### Submission Terms and Conditions

The submitter must agree to the 2018 Sony Research Award Program Submission [Terms and Conditions](#) [4] before you submit a proposal. The Office of Research Services must authorize this form as well as the PI.

#### Submission Protocol

Please include the required items listed below in your submission:

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- Title, abstract, methods, goals/milestones, references, and either one Focused Research Theme (if for the Focused Research Award) or one primary keyword (if for the Faculty Innovation Award).
- Please describe differentiation from the current state-of-the-art
- Please include the best contact email address and phone number for the PI

All proposal contents must fit within 11 pages (a ten-page maximum proposal with references and a one-page budget summary). The file format must be a PDF or a MS Word file format and must be under 16 MB in size.

Submission must be done through the [online submission form](#) [5]. Submissions by email will not be accepted. Submitters will automatically receive a confirmation email once they complete the online submission form and process.

For Questions, please contact

Please send an email to the Research Award Program Administration Office at ([ResearchAwardProgram2018@am.sony.com](mailto:ResearchAwardProgram2018@am.sony.com) [6]) if you have a question regarding the 2018 Sony Research Award Program. The Research Award Program Administration Office is the only resource that can officially answer your question(s).

### Office of Research

Kristin Zimmermann, Senior Grants & Contracts Specialist

Research Services Office

[kristin5@uoguelph.ca](mailto:kristin5@uoguelph.ca) [7]

Alert Classifications **Category:**

Funding Opportunities and Sponsor News

### Disciplines:

Information and Communications Technology

Physical Sciences and Engineering

Social Sciences

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### Source

**URL:** <https://www.uoguelph.ca/research/alerts/content/2018-sony-research-award-program>

### Links

[1] <https://www.sony.com/research-award-program#FocusedResearchAward>

[2] <https://www.sony.com/research-award-program#FacultyInnovationAward>

[3] <mailto:research.services@uoguelph.ca>

[4] <https://www.sony.com/campaign/SNA/sony-research-award-program/2018-rap-terms-061518.pdf>

[5] [https://sony.qualtrics.com/jfe/form/SV\\_8ChY6PQqRKsevTn](https://sony.qualtrics.com/jfe/form/SV_8ChY6PQqRKsevTn)

[6] <mailto:ResearchAwardProgram2018@am.sony.com>

[7] <mailto:kristin5@uoguelph.ca>