ROI of CSAIL ALLIANCES

MIT CSAIL Alliances

"Seeing these nascent technologies just starting, you can see the possibility of where they might go."
~ Lori Glover, Managing Director of Global Strategic Alliances

There are a variety reasons to join CSAIL Alliances, and membership can be tailored to specific needs, goals, or directions. When weighing the options, it's important to consider both the tangible and intangible benefits, depending on what the specific objectives of membership are.

Tangible Benefits

Hiring & Recruiting:
Companies seeking top talent can pursue concrete goals such as a number of PhD hires or summer interns.

A Seat at the Table:
Companies invested in the future of technology can, by joining research initiatives or sponsoring projects, influence the direction of a given field.

Intellectual Property Opportunities:
Members get access to a library of open source projects available through CSAIL and also gain front-row knowledge of the tools currently being developed.

Discounts for Courses & Events:
Leveraging the educational opportunities offered through CSAIL Alliances to enhance workforce productivity can lead to savings, sometimes enough to cover the cost of membership.

Intangible Benefits

Learning:
Through CSAIL Alliances, companies can stay up-to-date with the latest research and educate themselves about what's happening in computer science.

Brand Visibility:
Being aligned with CSAIL and MIT gives companies credibility by demonstrating a commitment to innovation and collaboration.

Shape the Future:
Supporting the groundbreaking work happening at CSAIL enables not just the future of technology but future talent, education, ideas, and improvements for humanity.

Exposure to New Ideas:
CSAIL is a hub of creativity, and being a part of the community can inspire new solutions, approaches, and methods within a company.

Connections & Networking:
CSAIL Alliances events are an opportunity to connect not just with researchers but also with other members, startups, students, and more.

Product Enhancement:
By working with CSAIL researchers, companies might gain insights or take part in research that leads to real-time change in strategy, product, or customer experience.

A Competitive Edge
Being a part of CSAIL Alliances gives companies access to ideas, tools, and startups before they hit the broader market.

Diverse Perspectives:
Academia and business are two different but symbiotic worlds, each with their own strengths and blind spots. Combining the two accelerates growth all around.

Three questions to ask:

Why partner?

Research & Technology
Talent Acquisition
Startup Connections
Etc.

How to define goals?

Acquire new tech
Hire X number of students
Investment/Acquisition
Etc.

Stakeholders for Success?

Executive sponsorship
Relationship manager
Business units
Etc.

Fundamentally, being a part of CSAIL Alliances means getting the groundbreaking and innovative research happening in the lab out into the world, bridging the gap between academia and the market to enable the future of computing.