

Strengthening grant applications

How one university used InsightGraph to identify the right industry partners — and increase its competitiveness in funding bids



Introduction: Meeting funders' growing expectations

Public-private collaboration is no longer a “nice-to-have” in research funding — it’s a competitive advantage. Funders increasingly expect research proposals to include strong industry partnerships as proof of real-world relevance and impact. For one leading research-intensive university (referred to here as “the Institution”), this trend posed a challenge: how to systematically identify relevant industry partners to include in grant applications.

Traditional methods — networking, email outreach, and siloed records — were time-consuming and inconsistent. That’s when the Institution turned to InsightGraph, Elsevier’s integrated knowledge graph solution, to power its grant strategy with smarter, data-driven insights.



The challenge: industry partnerships are hard to find

The Institution’s grant application support team knew that collaboration with industry could make or break a proposal. Yet identifying the right partner was a resource-intensive process:

- Scattered information made it difficult to link research projects to existing or potential industry collaborators.
- Non-indexed outputs from internal researchers were hard to track for industry relevance.
- Missed opportunities from past collaborations weren’t always visible or easily reactivated.

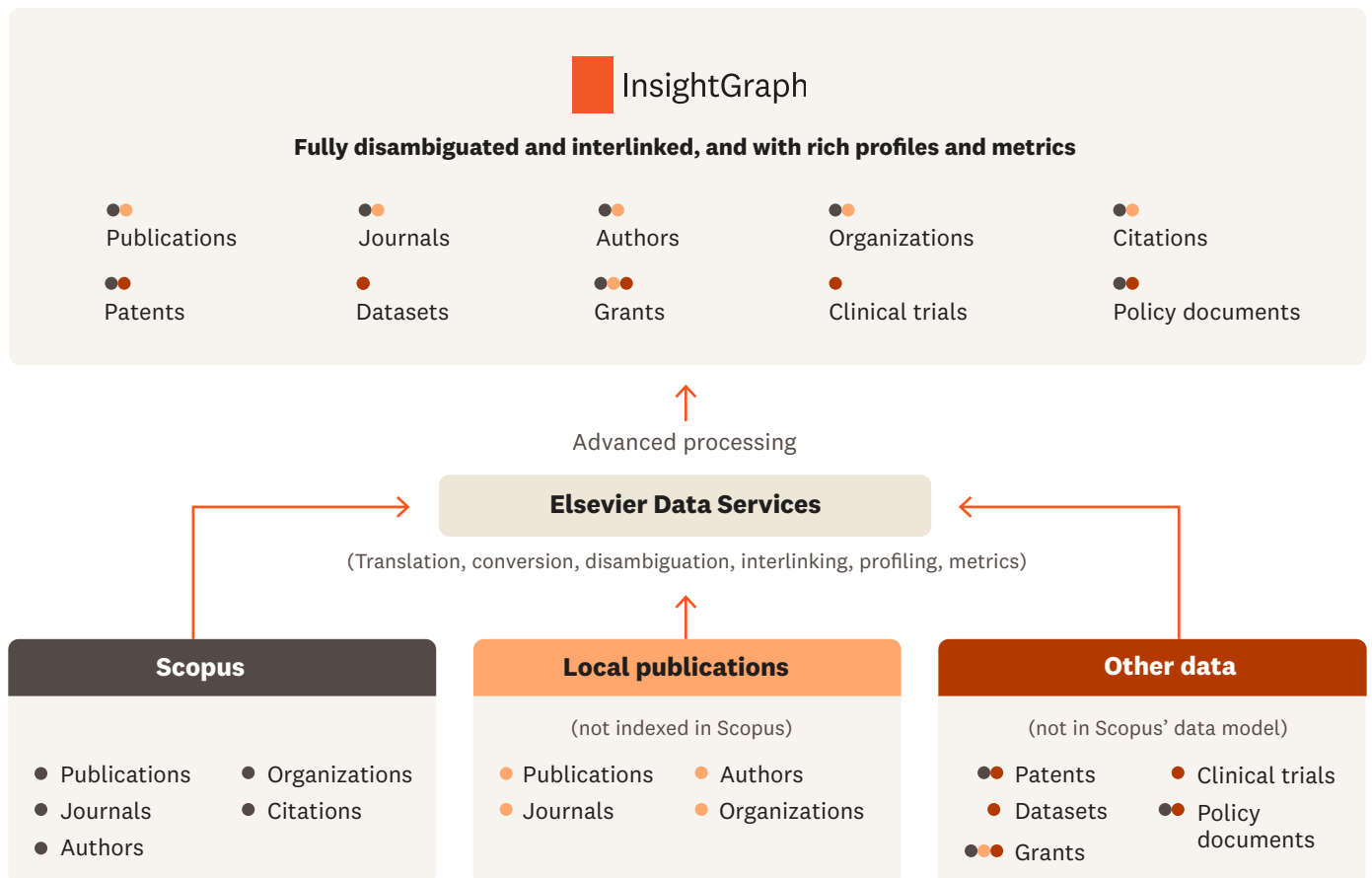
What they needed was a way to uncover relevant, high-value connections between the Institution’s research and real-world commercial activity — fast.

The solution: How InsightGraph helped

InsightGraph solved this challenge by integrating and linking datasets from publications, patents, clinical trials, and policy documents — including the Institution’s own local, non-indexed outputs. This allowed the grant support team to:

- Pinpoint industry-relevant research by finding publications cited in patents and clinical trials.
- Identify companies actively working in related scientific or technological areas.
- Trace past collaborations between the university and private-sector actors.
- See who funded previous joint projects, giving visibility into grant history and partnership dynamics.

In short, InsightGraph turned a tedious manual search into a proactive, evidence-based strategy to identify the right co-applicants and strengthen grant proposals.



Results: a more competitive grant strategy

With InsightGraph, the Institution's grant support team was able to:

- Propose stronger applications by including verified industry collaborators aligned with the research focus.
- Reconnect with past partners that had previously engaged with university research but had gone quiet.
- Support early-stage project design with data on innovation trends, improving fit with funders' expectations.

Track performance metrics such as how much of their research was translating into patents or trials — strengthening narratives around impact.

Beyond grants: a versatile tool for collaboration and impact

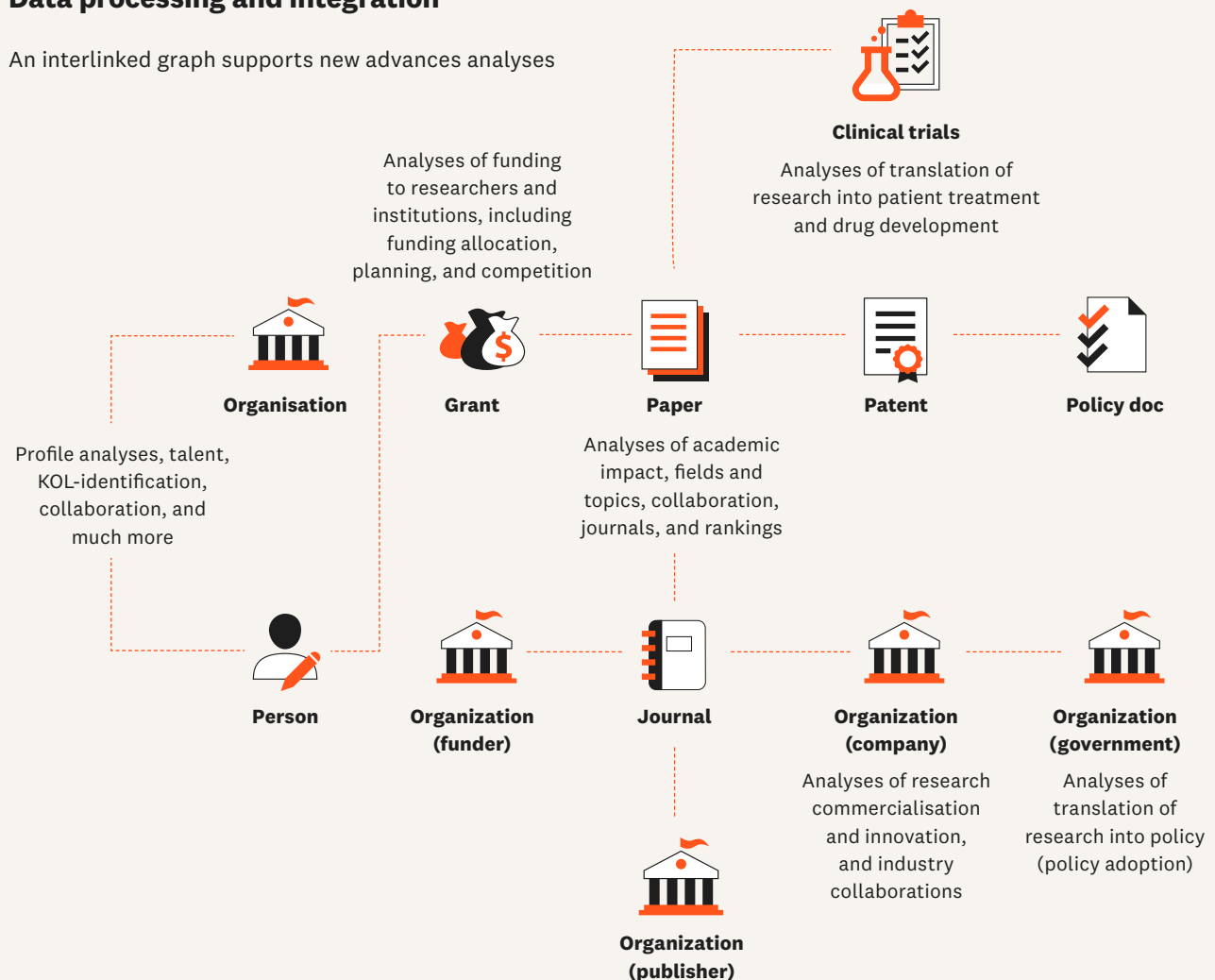
While the immediate benefit was in grant support, InsightGraph also opened the door to broader institutional impact tracking:

- Evaluate real-world research influence
- Spot emerging innovation trends
- Identify key opinion leaders (KOLs)
- Conduct competitive landscape analyses

By combining publication data with real-world signals, InsightGraph provided a fuller picture of how research connects to industry, policy, and society.

Data processing and integration

An interlinked graph supports new advances analyses



Conclusion: *smarter* industry engagement starts with *insight*

In a funding environment where industry collaboration is a vital differentiator, InsightGraph gave the Institution a competitive edge. It empowered grant application teams to move from reactive outreach to strategic partnership-building — grounded in data, not guesswork.

InsightGraph

Funders, government entities, and academic institutions struggle with fragmented data, complex regulations, and cost constraints. InsightGraph integrates multiple data sources, offering a comprehensive overview of your research and innovation ecosystem.

Let's talk about how InsightGraph can support your strategy elsevier.com/products/insightgraph/contact-us

