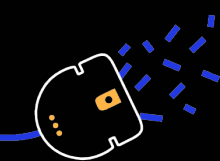
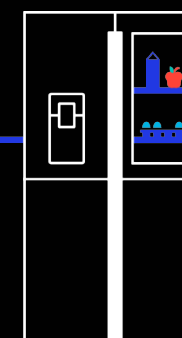
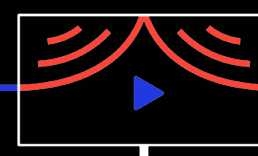


New university collaboration program – START

STrategic Alliance for Research and Technology



We are excited to announce Samsung Research America's (SRA) new research collaboration program with key North American universities.



SRA research areas of interest

SRA's research & innovation



At the forefront of uncovering & developing early stage technologies for Samsung's Device Experience (DX) division in the following areas ...



6G



Artificial Intelligence



Multimedia



Camera



AR / VR



Security



Digital Health



Big Data



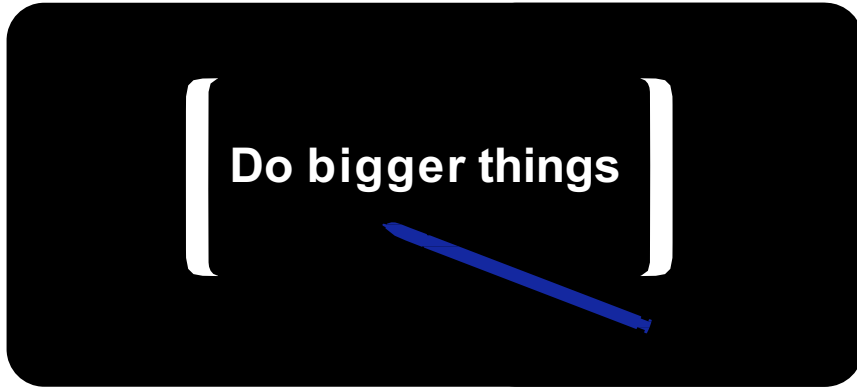
System on Chip



Robotics



Medical Technology



Other emerging technologies



What's next?

START Program

Mission

This initiative aims to foster collaborative research and innovation with leading universities from the North American region.

START is an annual open call for proposal (CFP) style engagement to identify new emerging technologies and conduct frontier research for future Samsung's devices & experiences.

\$150,000 (up to)

Per Project Funding

Towards project/ POC related expenses

1 year & renewable

Project Duration

Renewal decision based on year 1 results

START Program

CFP Themes 2025



To identify EMERGING, FRONTIER TECH under the following research themes...



**Wireless
Comm. & Sensing**



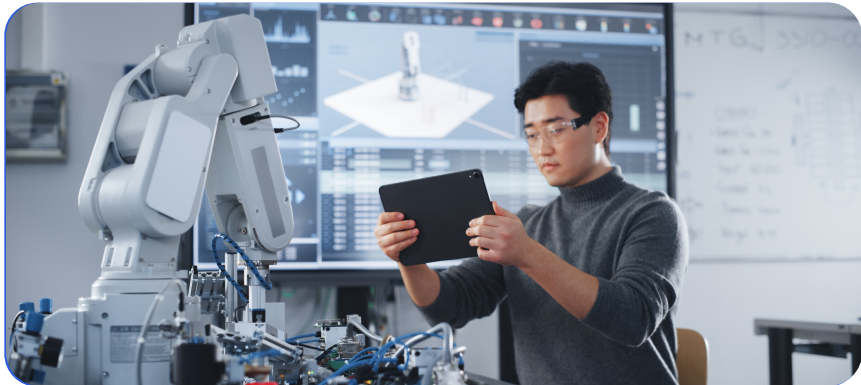
Multimedia



Digital Health



AI Foundation Model



Robotics



Med-Tech

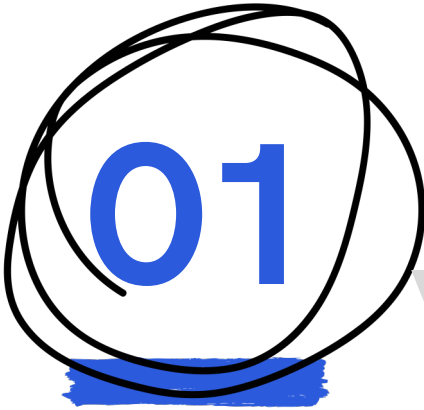
?
**Open
category
& new
areas**

START Program

Timeline 2025



We look forward to your participation & proposals...



JAN

START PROGRAM OPEN



FEB - MAR

ABSTRACT SUBMISSION



APR

CANDIDATE ANNOUNCEMENT



MAY

FULL PROPOSAL & INTERVIEW



JUN

RECIPIENTS ANNOUNCEMENT



JUL - AUG

START PROJECT KICKOFF

Themes announced & Website launch:

Jan 20th

Open:

Feb 03rd (9am PDT)

Deadline:

Mar 13th (5pm PDT)

START Program

Contact



For more questions or feedback about the program -

Reach us at

START Program email

start@samsung.com

SAMSUNG

