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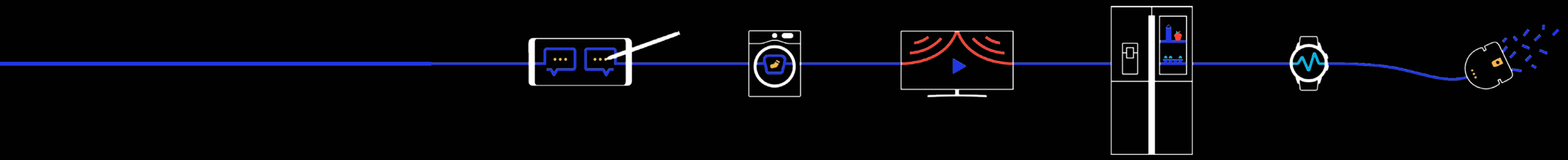
New university collaboration program – START

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.



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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

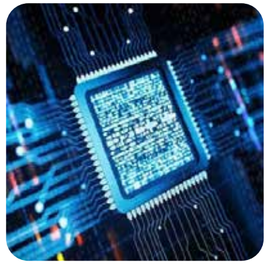
Camera

AR / VR

Security

Digital Health

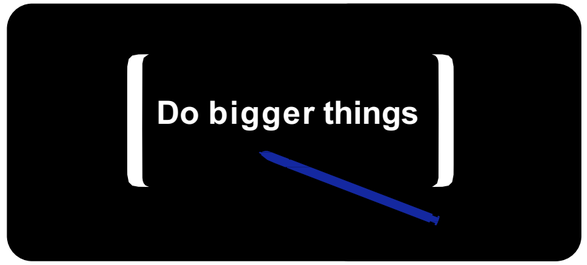
Big Data



System on Chip

Robotics

Medical Technology



Other emerging technologies

What's next?

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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

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START Program

CFP Themes 2025

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

※ Refer START program website for topic details & CFPs

Wireless Comm. & Sensing

Multimedia

Digital Health

?

Open category & new areas

Artificial Intelligence

Robotics

Med-Tech

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START Program

Timeline 2025

We look forward to your participation & proposals . . .

※ Refer START program website for milestone details & deadlines

01 JAN
START PROGRAM OPEN

Themes announced & Website launch:
Jan 2025

02 FEB - MAR
ABSTRACT SUBMISSION

Submission Open
Feb

Submission Deadline
Mar

03 APR
CANDIDATE ANNOUNCEMENT

Proposal Screening
Mar

Shortlist announced
Apr

04 MAY
FULL PROPOSAL & INTERVIEW

Feedback & refinement
Apr

Full proposal due & Video presentation
May

05 JUN
RECIPIENTS ANNOUCEMENT

Finalists announced
Jun

06 JUL - AUG
START PROJECT KICKOFF

Contracting & Project Scoping
Jul-Aug

Project Kick-off
Aug

START Program

Contact

For more questions or feedback about the program -

※ Refer START program website for application details & FAQs

Reach us at

START Program email

start@samsung.com

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