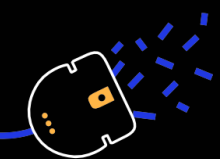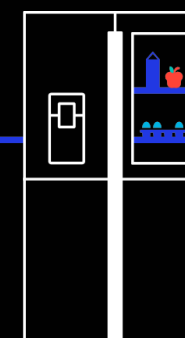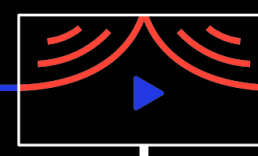SAMSUNG

*SRA 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.

**SAMSUNG**

# SRA's research & innovation

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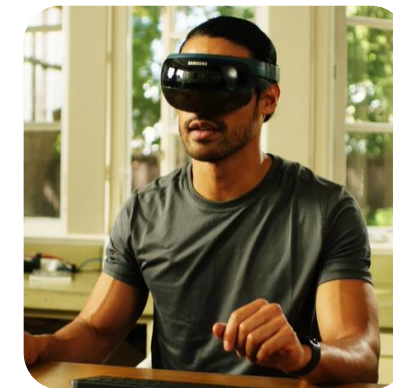

6G


Artificial Intelligence


Multimedia


Camera


AR / VR


Security


Digital Health
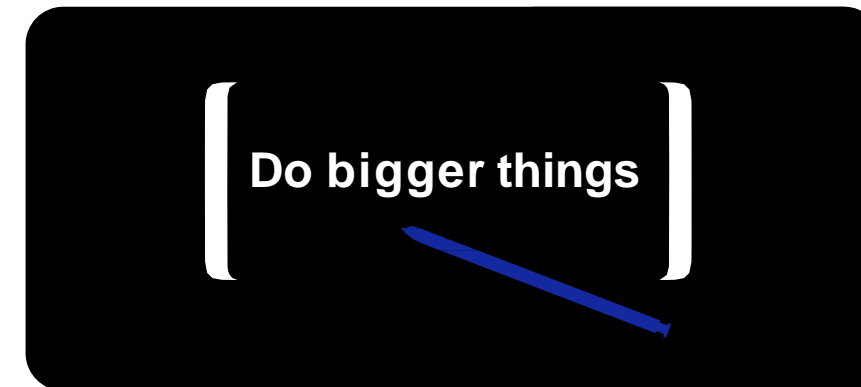

Big Data


System on Chip


Robotics


Medical Technology


[ Do bigger things ]
Other emerging technologies


>
What's next?

START Program

# Mission

**SAMSUNG**

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

START is an annual open call for proposal (CFP) 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 2026

**SAMSUNG**

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

※ Refer START program website for topic details & CFPs
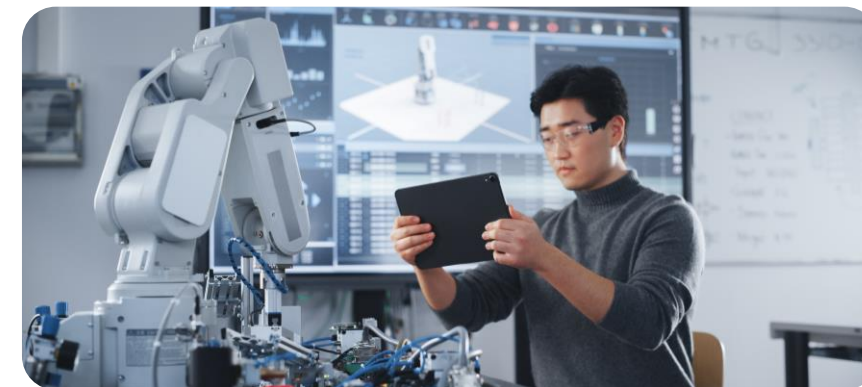

**Wireless Comm. & Sensing**


**Multimedia**


**Digital Health**


**Artificial Intelligence**


**Robotics**


**Med-Tech**
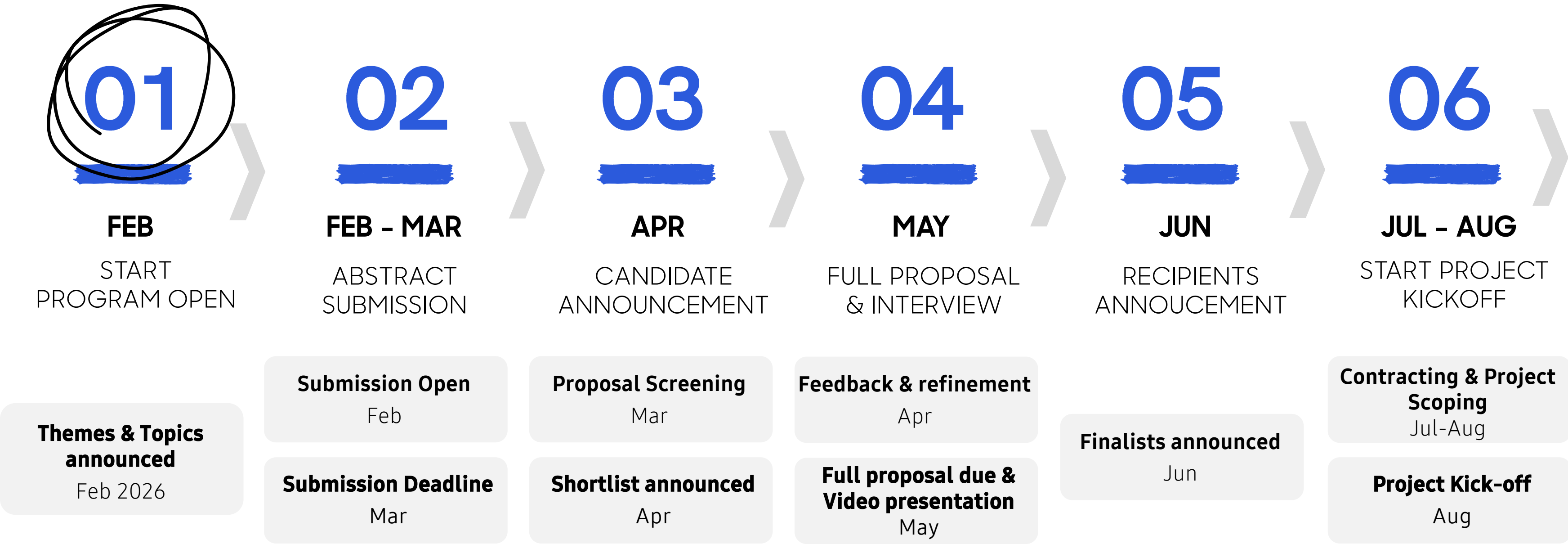
**?**
Open category & new areas

START Program

# Timeline 2026

*We look forward to your participation & proposals . . .*

※ Refer START program website for milestone details & deadlines

## 01
**FEB**
START
PROGRAM OPEN

Themes & Topics
announced
Feb 2026

## 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

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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

**SAMSUNG**