



## Frequently Asked Research Questions about ASHB's Research Program

### What is meant by ASHB collaborative multi-client research?

Collaborative research means that three or more organizations pool their funds together to create a much larger research project. ASHB collaborative research projects involve organizations working together and sharing ideas to develop a comprehensive research project on a particular area of the industry. All Steering Committee members enjoy the same voting rights, and all funders share the cost of the study and benefit from an embargo period.

### How much research will our organization receive as a funder?

The funders will receive \$50K - \$80K USD of research for as little as \$5K or \$10K depending on your funding level.

### What is the time commitment for participating on an ASHB Steering Committee?

Funders can decide the number of representatives that they place on the Steering Committees (maximum of three) and the number of meetings they attend. Steering Committee meetings, agreed upon by the group, and are usually held by conference call. The meetings average at one every 3-4 weeks and are usually one hour in length. The Steering Committee directs the scope of the research, receives research updates, and reviews/approves final draft material. If your organization does not have time to participate in Steering Committee meetings but would still like to contribute to the scope and direction of the research, this can be done through email or one-on-one calls with the selected research firm.

### Is the research only available to the organizations that fund or purchase the research?

Yes, the research is only available to those organizations who fund or purchase the research, unless otherwise agreed upon by the Steering Committee. The high-level findings of the research are presented in the Executive Summary, which will be made available to ASHB members and other industry contacts.

### Can I share the research with anyone from my organization?

Yes, you are encouraged to share the complete research deliverables, with anyone within your organization. The full research cannot be shared outside of your organization, but the Executive Summary can be shared with your customers and industry contacts.

What is the difference between the two funding levels?

Silver (\$10K):

Option to be on the Steering Committee and receive a special one-hour webinar specifically for your organization. Receive all the Bronze Funder Level Benefits.

Bronze (\$5K):

Receive the complete \$50K - \$80K USD research and get to participate in the final results webinar hosted by the research firm.

What is the most common funding level?

The \$10K Silver (Steering Committee) Funding Level is the most common because organizations typically like to contribute to the scope and direction of the research by being on the Steering Committee.

Can we influence the quantitative survey questions and the qualitative in-depth interview questions?

The Silver Funding level can place representatives on the Steering Committee, which selects the scope of the research. The Steering Committee will work with the research firm that wins a contract to complete and be able to provide input and approval of all survey questions, in-depth interview questions, who will be surveyed and interviewed, and which part of the industry the research will focus on.

How many individuals from our organization can participate on the Steering Committee?

You are allowed, and are encouraged to have, up to three members on the Steering Committee, combined they represent one vote on the committee. Steering Committee members have a broad range of backgrounds (research, engineering, business, etc.) and organizations are free to select whoever they wish to be on the Steering Committee. Steering Committee participation is encouraged, but optional.

What is the timeline for the research to be completed?

Once the project is launched, it typically takes between 24-28 weeks to complete.

How experienced is the research firm who will be commissioned to perform the research and how are they selected?

ASHB is the project manager of each research project. There is a very competitive Request for Proposal (RFP) tender process that takes place to select the research firm, who will conduct the research. All bids are extensively reviewed and scored based on many factors including, but not limited to: industry experience of the firm, experience of the staff on the project, breadth and depth of research methodology, etc. The final research firm selection is made by the steering committee.

With anti-trust laws, are organizations allowed to work alongside competitors on a Steering Committee?

Anti-trust laws can make it very difficult for organizations, particularly competing organizations, to work collaboratively on any initiative without significant liability and legal costs. Working through an intermediary association, like ASHB, eliminates the need for lawyers to be at these meetings. As long as the funders follow the ASHB anti-trust policies, organizations are protected.

How does ASHB handle intellectual property that is a result of this research project?

The intellectual property and final deliverables, created during the research project, are shared between the funders and ASHB as detailed in the study Participation Agreement.

Do I need to become an ASHB member to fund an ASHB research project?

Yes, ASHB devotes a great deal of staff time and resources to these research projects, the policy is that everyone who benefits must become an ASHB member to participate in ASHB research projects. To learn more about the ASHB member benefits, go to this Web link or contact ASHB at [admin@ashb.com](mailto:admin@ashb.com) or 613.686.1814 or 888.798.2222.

How can we view the current ASHB research projects that are available to industry?

All ASHB research projects that have been approved are posted at this Web site link:  
<http://www.ashb.com/research>

Can we see other examples of research that ASHB has completed?

Yes, you can download the complete reports of these four completed projects:

[Connected Home Roadmap](#)

[Monetization of Intelligent Buildings](#)

[Connected Home IoT Energy Roadmap](#)

[Intelligent Buildings and the Impact of the Internet of Things](#)

In addition, you may request the Executive Summaries of other ASHB research projects at [admin@ashb.com](mailto:admin@ashb.com) or at <https://www.ashb.com/ASHB-research-report-library/>.

Can our organization recommend a research project for ASHB to consider?

Any organization can recommend a collaborative research project and they can contact Greg Walker at [walker@ashb.com](mailto:walker@ashb.com) to discuss their research proposal.