

# Science City Research Alliance (SCRA) Overview of Business Engagement Process

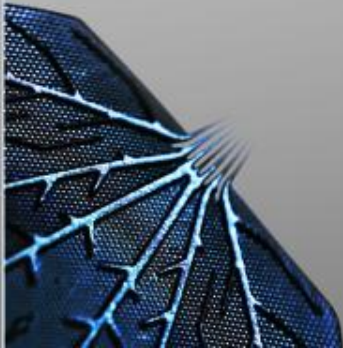
Adrian Jickells

see  
a real  
change

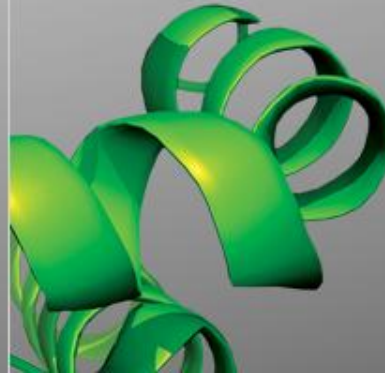
see a  
material  
difference



see the  
power  
of change



see a  
healthy  
future



see  
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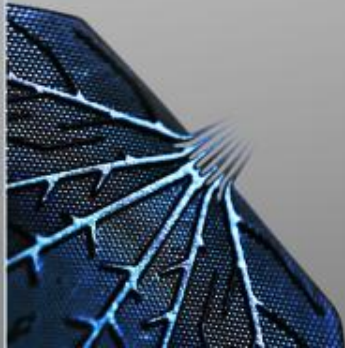
*...What can the  
BEMs do for  
you...*

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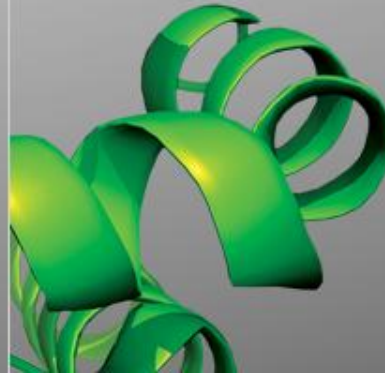
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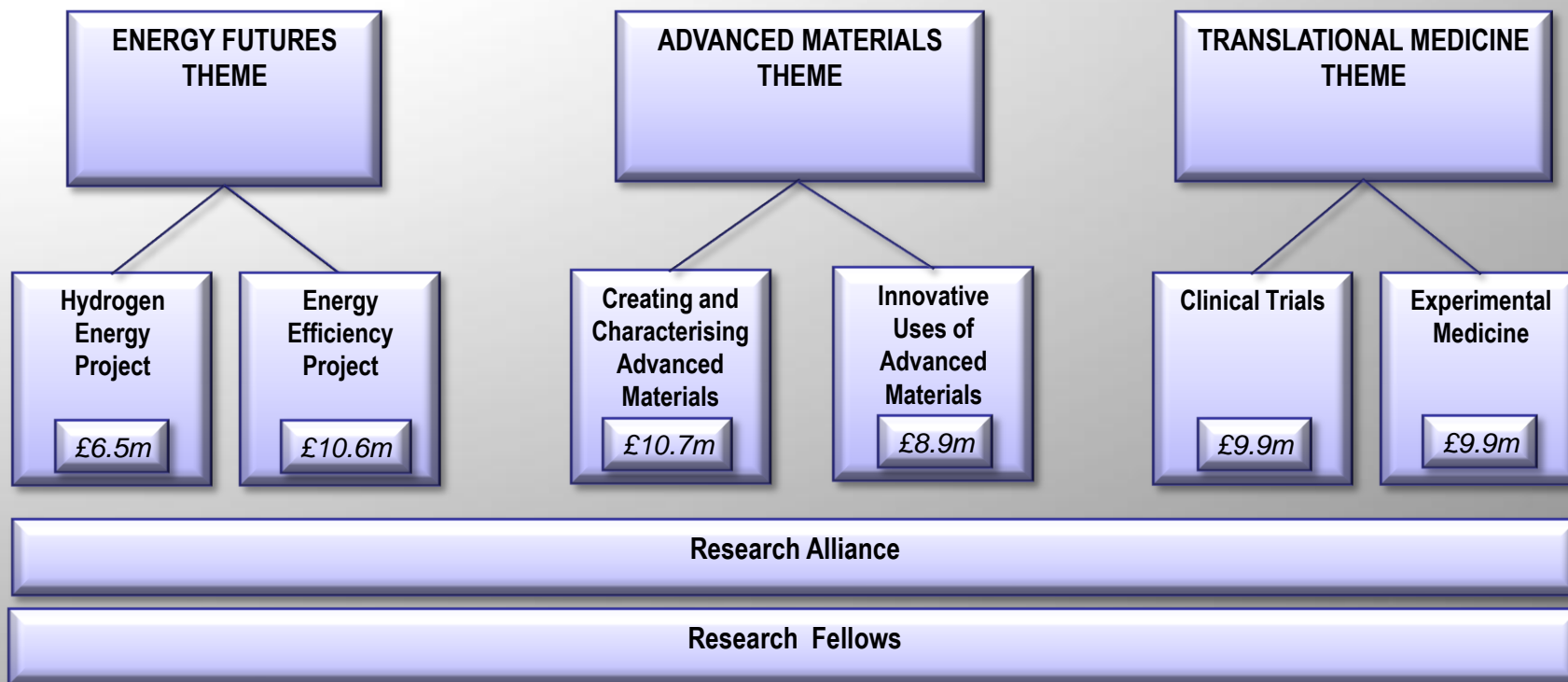


see a  
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# Birmingham Science City: Research Alliance



# BEMs

## Energy Futures

Adrian Jickells

Mike Ahearne

## Advanced Materials

Richard Simpson

Karl West

## Translational Medicine

Rubina Mian

Debbie Girdlestone

# Business Engagement

## *Objective of programme*

- To transfer expertise from Universities to Business to support their activities
- Transfer of knowledge and opportunities to Universities to improve teaching and research

# Business Objectives

- Target areas:
  - Job creation
  - Businesses created & surviving (1 year)
  - Providing technical support to existing businesses, with strong SME and regional focus
  - Skills development
  - Patents and licenses

# Business related Output Targets\*

Output	H2 Energy	Energy Eff	AM1	AM2	TM1	TM2
Jobs created	60	50	40	53	82	82
Bus created	3	3	4	6	1	3
Bus Assist	26	50	35	79	121	71
Bus Coll	26	50	35	79	121	44
Patents & Licences	4	3	4	3	2	10

*\*Targets relate to SME with West Midlands to be delivered over 5yrs*

# Methodology to engage business

## *Multiple Approach Strategy*

- Direct
  - Research companies
  - Direct approach to selected target companies
- Networking
  - Exhibiting at events
  - Presenting at events
- Partnership
  - Working in Partnership with other agencies (eg MAS, KTN's etc)



# Making Business Engagement Work

- Cross University working
- Cross Departmental working
- Team working
- Information sharing (CRM database)
- Building relationships with the academic community
- Getting the message out to industry

# Building Industrial Engagement

## *Key role of BEMs*

- Being the bridge between the University and the company (One stop portal)
- Interpreting the Business issue into a research issue
- Owning the customers problem and delivering them the solution
- Building client confidence by delivering

# Building Industrial Engagement

## *Key role of BEMs*

- Being the bridge between the University and the company (One stop portal)
  - A professional, and managed approach
  - Give client a simplified communication route
  - Managing the flow of information – keeping them informed

# Building Industrial Engagement

## *Key role of BEMs*

- Interpreting the Business issue into a research issue
  - Different language/culture (academic vs commercial)
  - Different timescales/priorities ( industry requires rapid responses)
  - Different objectives (research vs business benefit)

# Building Industrial Engagement

## *Key role of BEMs*

- Owning the customers problem and delivering them the solution
  - We approach them with a defined offering but they want something different (eg Robinson Brothers).
  - Their demands will be cross departmental, we need to deliver solution which coordinates all the outputs.
  - They may want something simply, not leading edge science.

# Building Industrial Engagement

## *Key role of BEMs*

- Building client confidence by delivering
  - Delivering when we say we will
  - Only as good as the last/current job.
  - They have plenty of other Universities they can work with.

# Progress

## (Year 1 of business engagement)

Outputs	Numerics *
Prospects pipeline (business involved in initial discussions)	250
Current interactions (companies with whom we are currently working)	67
Engagement completed	53
Funding attracted (Private & Public)	£40m+

*\* Data from new CRM system*

# Examples of Companies

Examples	Automotive	Energy	Materials	Medicine
<b>SME's</b>	Westfield	Airmax	3-C's	Optimal Medicine
	Paintbox	New World Solar	Exilica	Dressings Direct Ltd
<b>Large</b>	Aston Martin	BRE	Johnson Matthey	NHS
	GKN	Rolls Royce	Sandvick	Lloyds
	JLR	Eon	Robinson Brothers	Britvic



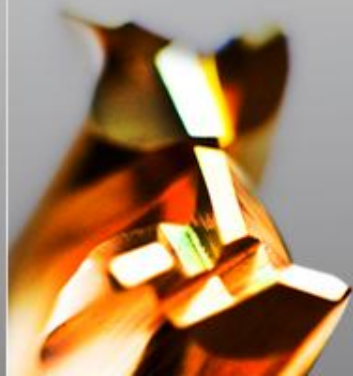
# How can we help each other?

- BEMS can
  - Help you find Industrial collaborators
  - Mentoring and advice
- Fellow can
  - Tell us who you are working with (Outputs)
  - Meet potential Industrial collaborators
  - Undertake Industrial projects

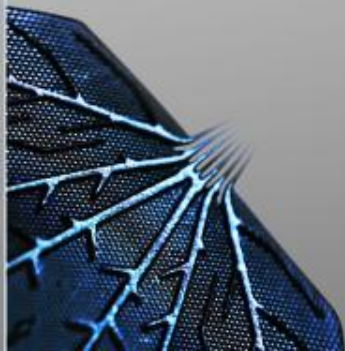
# see a real change

*Ask not what can the BEMs do for you...ask what you can do for the BEMs*

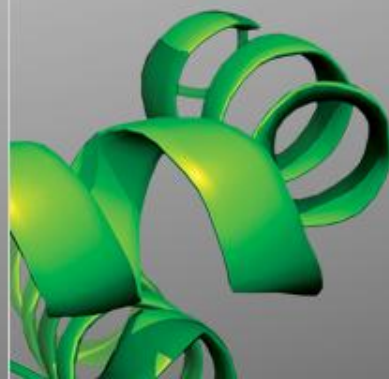
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# Thank You

## Energy Futures

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