

Successful Marketing of Innovations

Nigel Birch R&D Knowledge
Transfer

Business Development Director



Objectives

Understand Lab to commercialisation journey

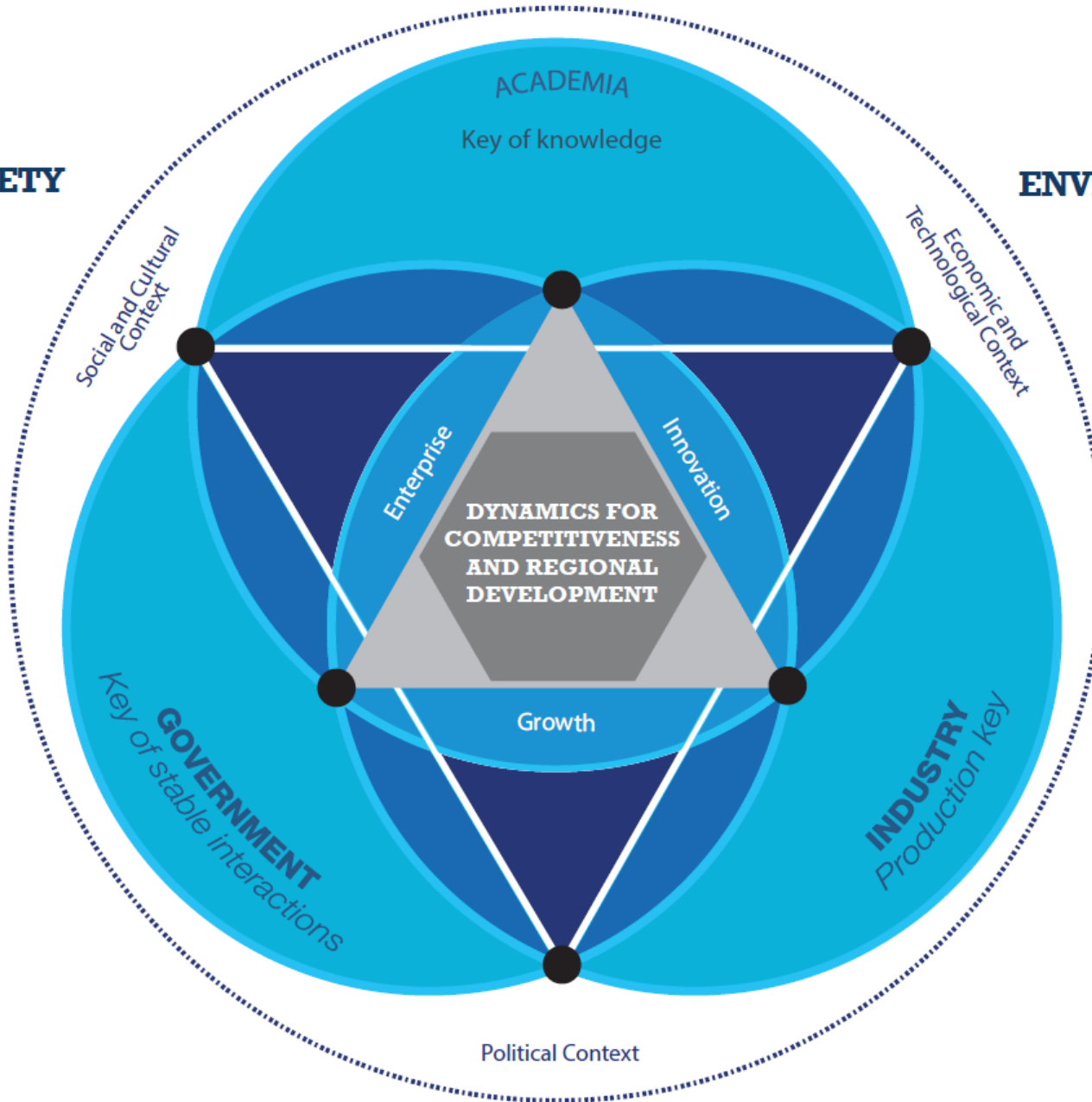
IP strategy and risk

The link between Enterprise and Innovation

Commercialisation model development

SOCIETY

ENVIRONMENT



ECONOMY

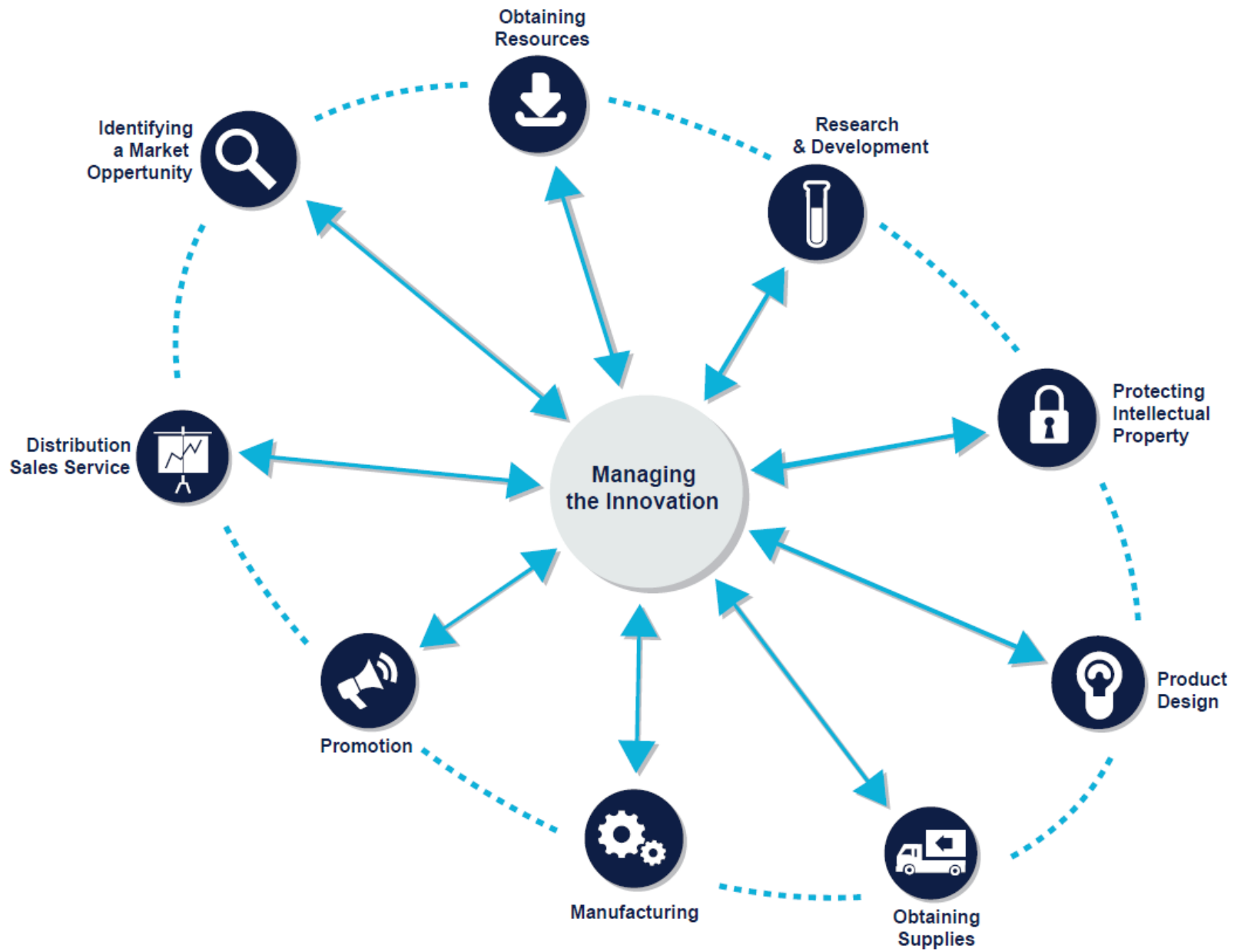
The idea process

- Identify the opportunity
- Define Technical & Commercial Value
- Develop Commercialisation Strategy
- Apply Strategy



Eco-System

- Understand the world of commercialisation
- Consider the commercialisation process
- Understand market factors and drivers
- Assess the value of the technology
- Create a enjoyable learning experience for the entrepreneur
- Expert Mentors



Commercialisation

- Fuelling the Entrepreneurial Fire
- Patent decision Making
- Marketing University Innovations
- Breaking Down the Barriers to VC Funding
- Building Global Innovators

Innovation

- Innovate with purpose
- Most organisations don't seek out pain but try to avoid it
- Do you have a innovation strategy
- Is innovation an integral part of the organisational mindset

Business model Innovation

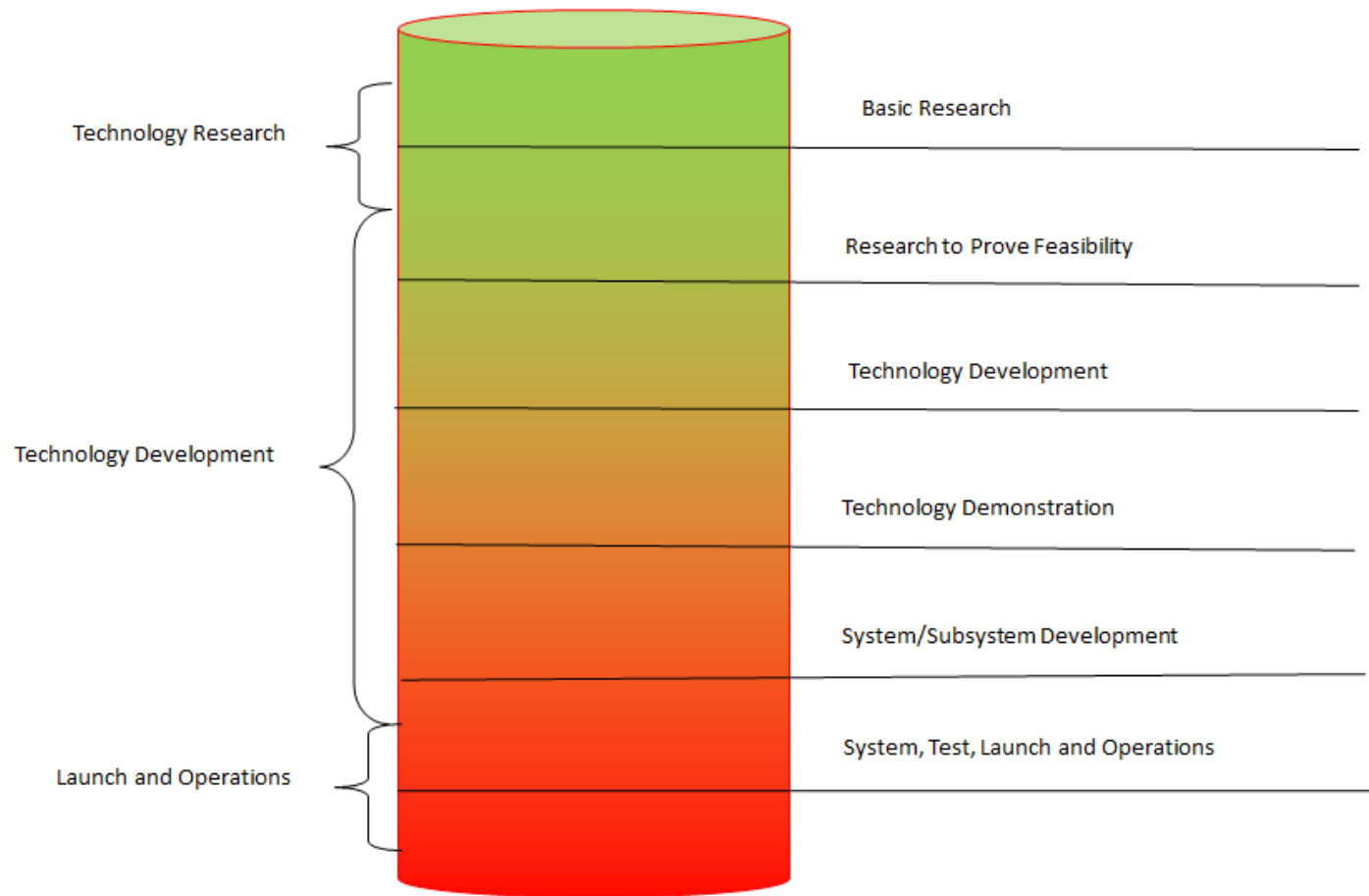
Enhancing the customer experience	85%
Monetize in new ways existing products	78%
Servicing un-served customers	77%
New value offerings	71%
Lower cost models	65%

www.pwc.com/innovationsurvey

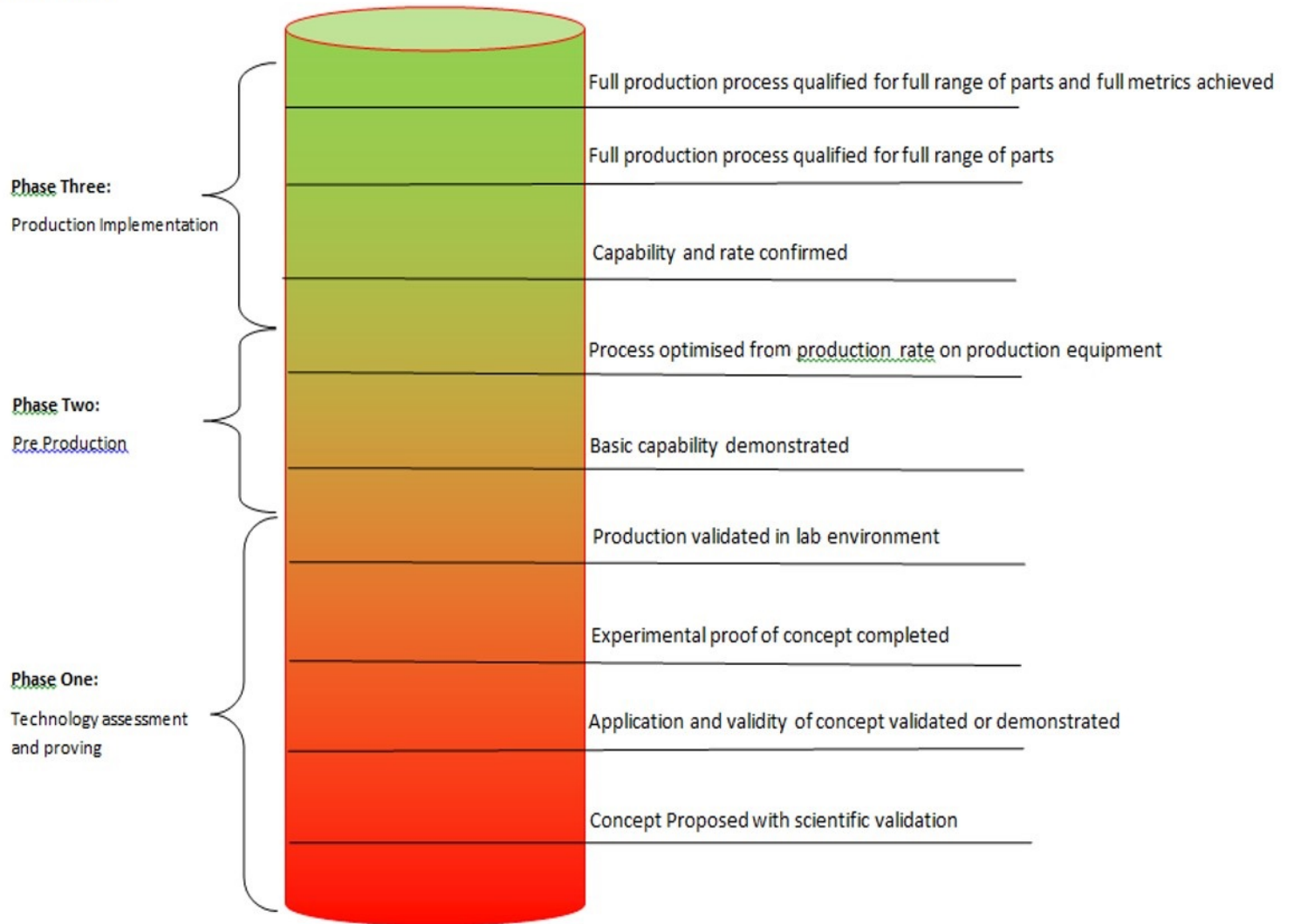
PWC Report

- Interviewed 1700 Global executives
- Leading innovators forecast three times higher growth than least innovative companies
- This translates to \$500million in revenue over a 5 year timeframe

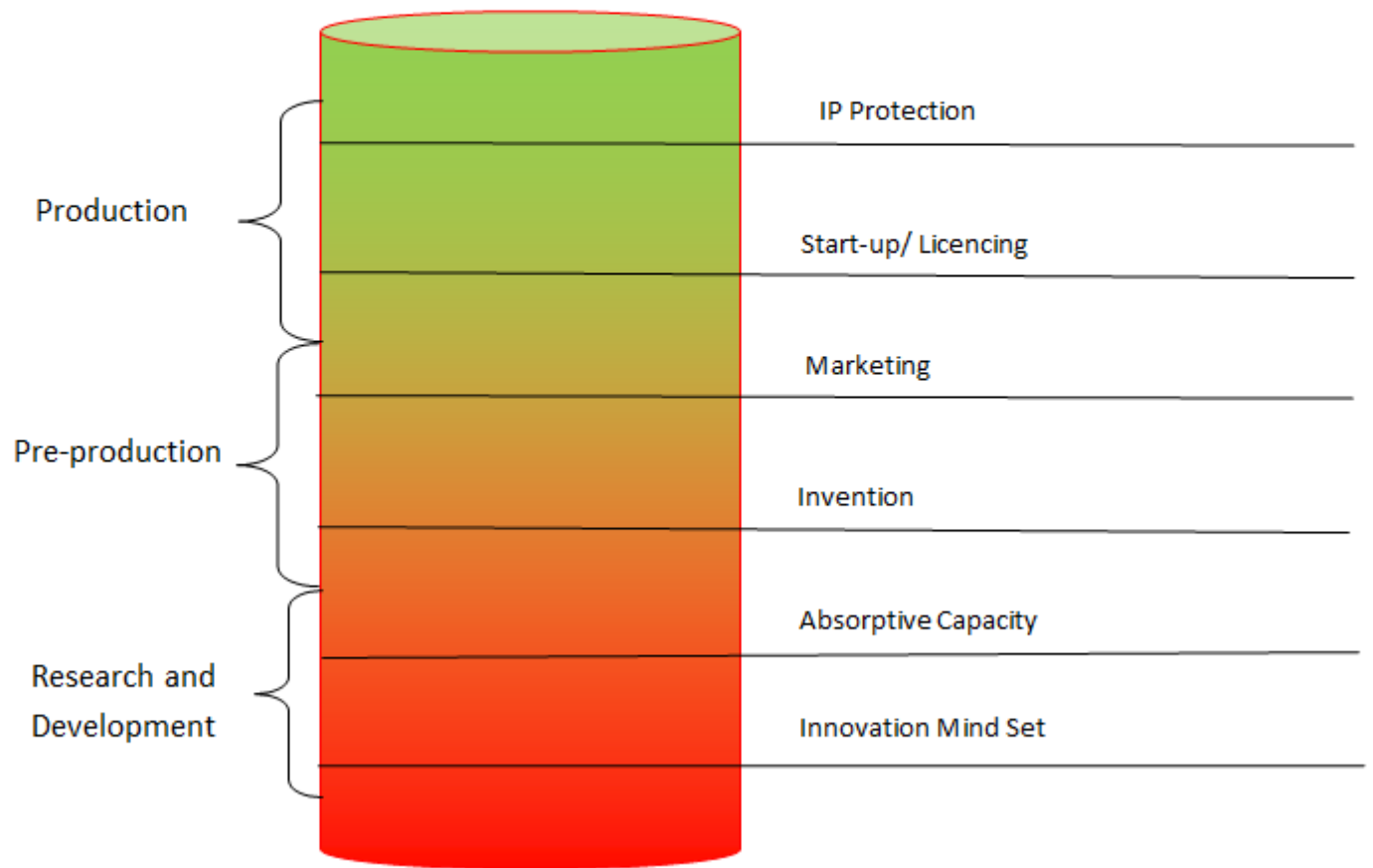
Technology Readiness



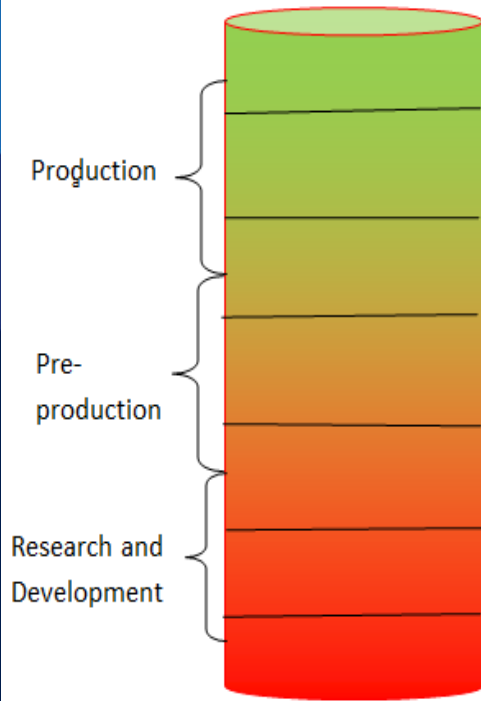
Manufacturing Readiness



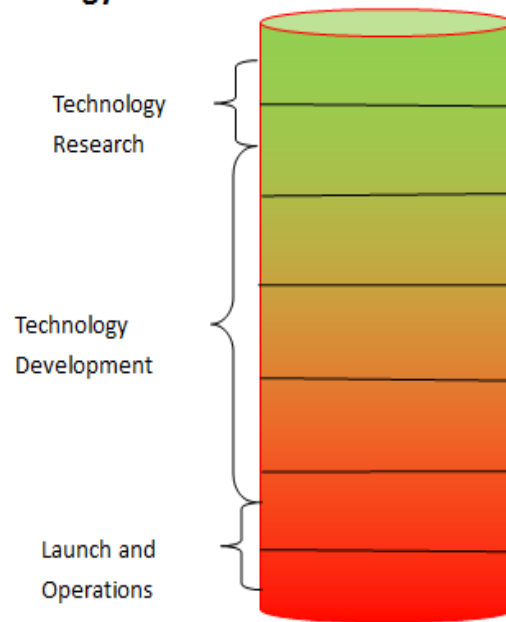
Knowledge Readiness



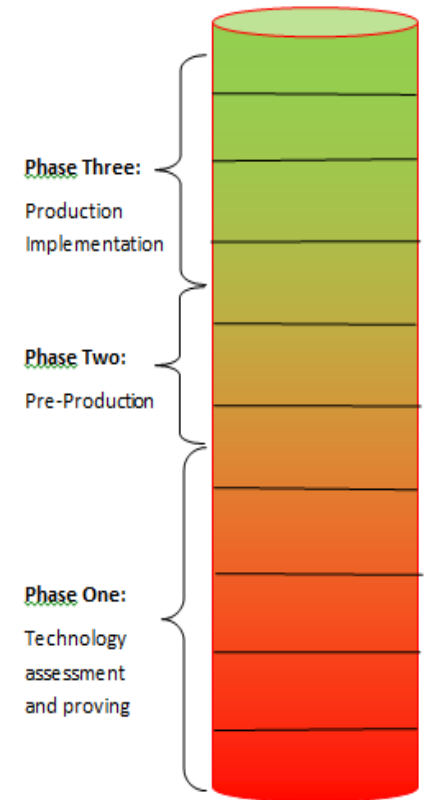
Knowledge Readiness

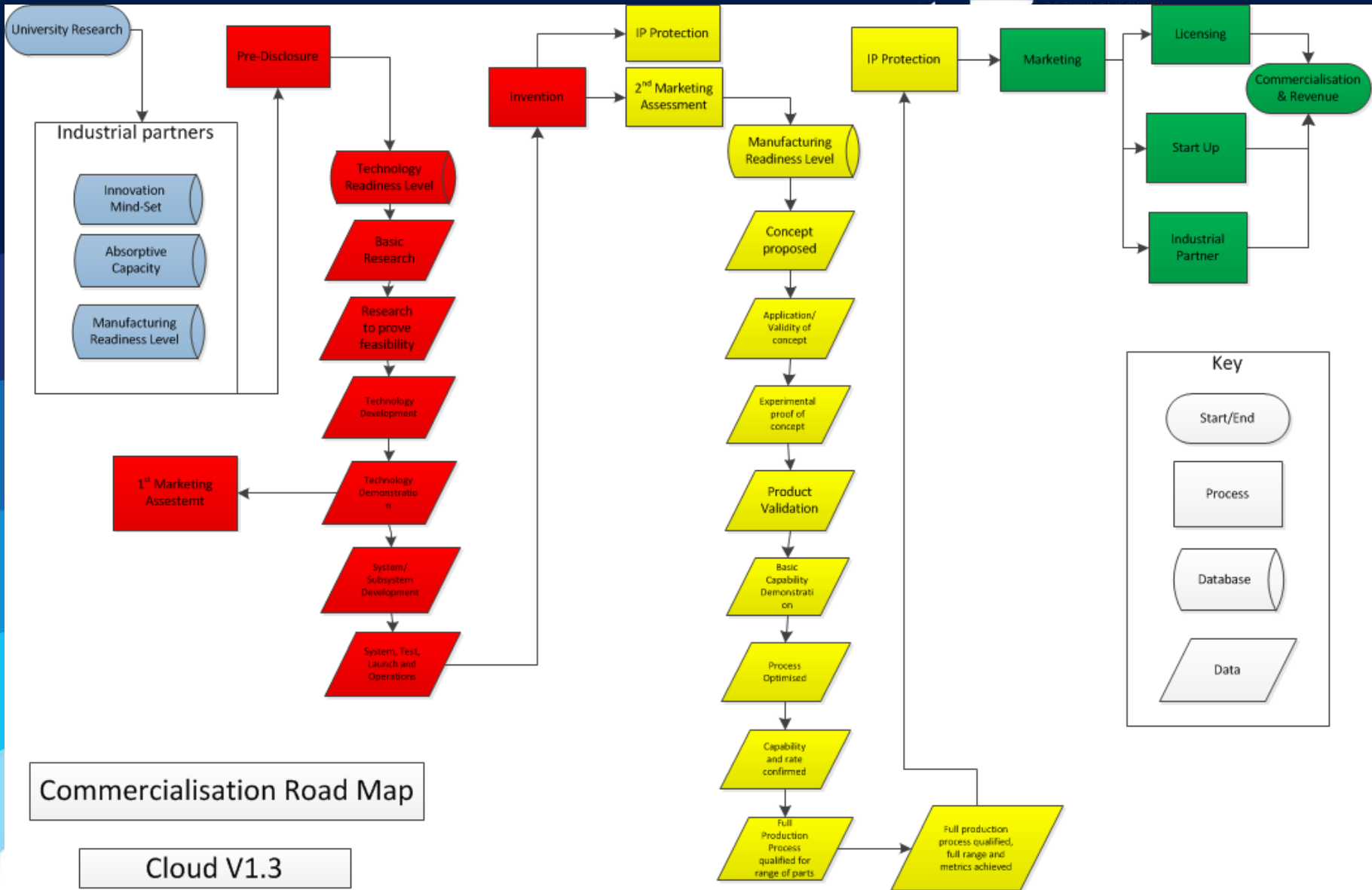


Technology Readiness



Manufacturing Readiness







Growth & Sustainability

- Exit Strategies
- Long Term Plan
- Health Check
- Coaching
- Mentoring
- Increasing Profit
- Cost Management
- Going Public
- Spin-offs



Enterprise Orientation

- Who am I?
- What am I?
- 9 Intelligences
- Mental Toughness Questionnaire
- Enterprise Test
- Team Roles
- My Strengths



Running the Business

- Marketing the Business
- Traditional
- Digital
- People (HRM)
- Intellectual Property
- External Help
- Institutes
- Trade Bodies
- Delegating
- Value Chain Management



Start-Up

- New Business Opportunities
- Idea Generation
- Business Planning
- Business Models
- Pitching
- Clusters & Collaboration
- Forms of Ownership Funding



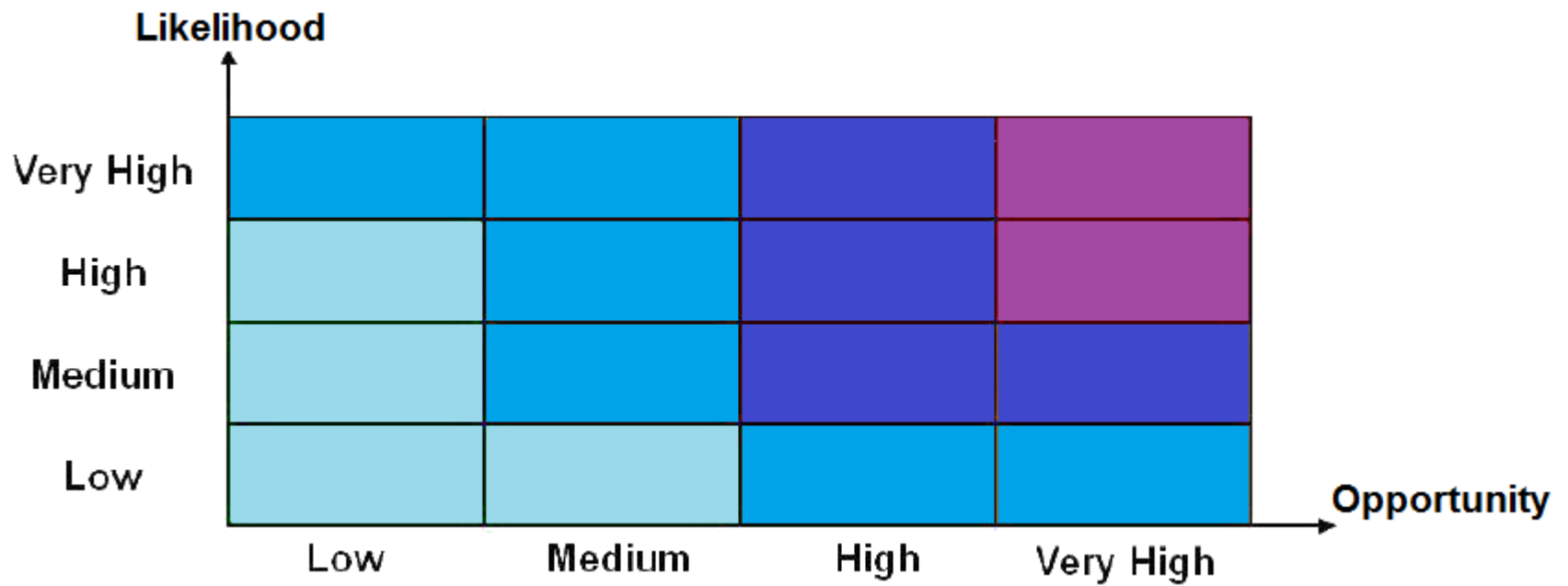
Licensing

- Marketplace comprises of large companies
- Niche technology
- Technology is near to market
- Technology FITS existing company IP
- There is a single patent
- Industrial partner

Spin Out

- Exploitation of intellectual property
- Technology has many applications
- Investment is required to reach the market
- The founders are motivated to start a company
- Financial exit route for investors including University

Opportunity



The Innovative University

R to C

Spin in Innovation

Partnerships

Knowledge Transfer to Industry

Start up Hubs

VC Funding

Thank You

n.birch@wlv.ac.uk

Fast Track to Innovation

- Horizon 2020 Work Programme
- Reduce time to market no more than 3 years
- Enhance turnover and job creation
- Leveraging private investment into research
- Must involve industry partners Min 2 Qty

FTI

- Project must be at least “TRL 6”
- Must include a business plan
- Clear IP protection and ownership
- SME’s are particularly welcome

- Partnership are able to demonstrate take to market capability

FTI

Maximum of 5 legal entities can participate in a project

“Impact” will be evaluated first followed by “Excellence” and “Implementation”

Bid value up to Euro 3 million per project

Funding Model



7% Management

33% Research Completion

60% Industrial Partner/
Take to Market

EU Bidding

- Not just EU Countries
- Address transnational value chains in EU or global markets/ wide application
- Needs to be original
- Manage Gender balance
- 5% pass rate! Need plan “B”

Thank You For Listening

Nigel J Birch

n.birch@wlv.ac.uk