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
DYNAMICS FOR COMPETITIVENESS AND REGIONAL DEVELOPMENT
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

- Basic Research
- Research to Prove Feasibility
- Technology Development
- Technology Demonstration
- System/Subsystem Development
- System, Test, Launch and Operations

Technology Research

Technology Development

Launch and Operations
Manufacturing Readiness

Phase Three: Production Implementation
- Full production process qualified for full range of parts and full metrics achieved
- Full production process qualified for full range of parts
- Capability and rate confirmed
- Process optimised from production rate on production equipment

Phase Two: Pre-Production
- Basic capability demonstrated
- Production validated in lab environment
- Experimental proof of concept completed
- Application and validity of concept validated or demonstrated

Phase One: Technology assessment and proving
- Concept Proposed with scientific validation
Knowledge Readiness

- Production
  - IP Protection
- Pre-production
  - Start-up/Licencing
  - Marketing
- Research and Development
  - Invention
  - Absorptive Capacity
  - Innovation Mind Set
Knowledge Readiness

Production

Pre-production

Research and Development

Technology Readiness

Technology Research

Technology Development

Launch and Operations

Manufacturing Readiness

Phase Three:
Production implementation

Phase Two:
Pre-Production

Phase One:
Technology assessment and proving
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

A matrix showing the relationship between likelihood and opportunity, with categories of Very High, High, Medium, and Low on the vertical axis, and Low, Medium, High, and Very High on the horizontal axis.
The Innovative University

R to C

Spin in Innovation

Partnerships

Knowledge Transfer to Industry

Start up Hubs

VC Funding
Thank You

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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

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