

Commercialisation & Collaboration

Dr Emma Burke MBA

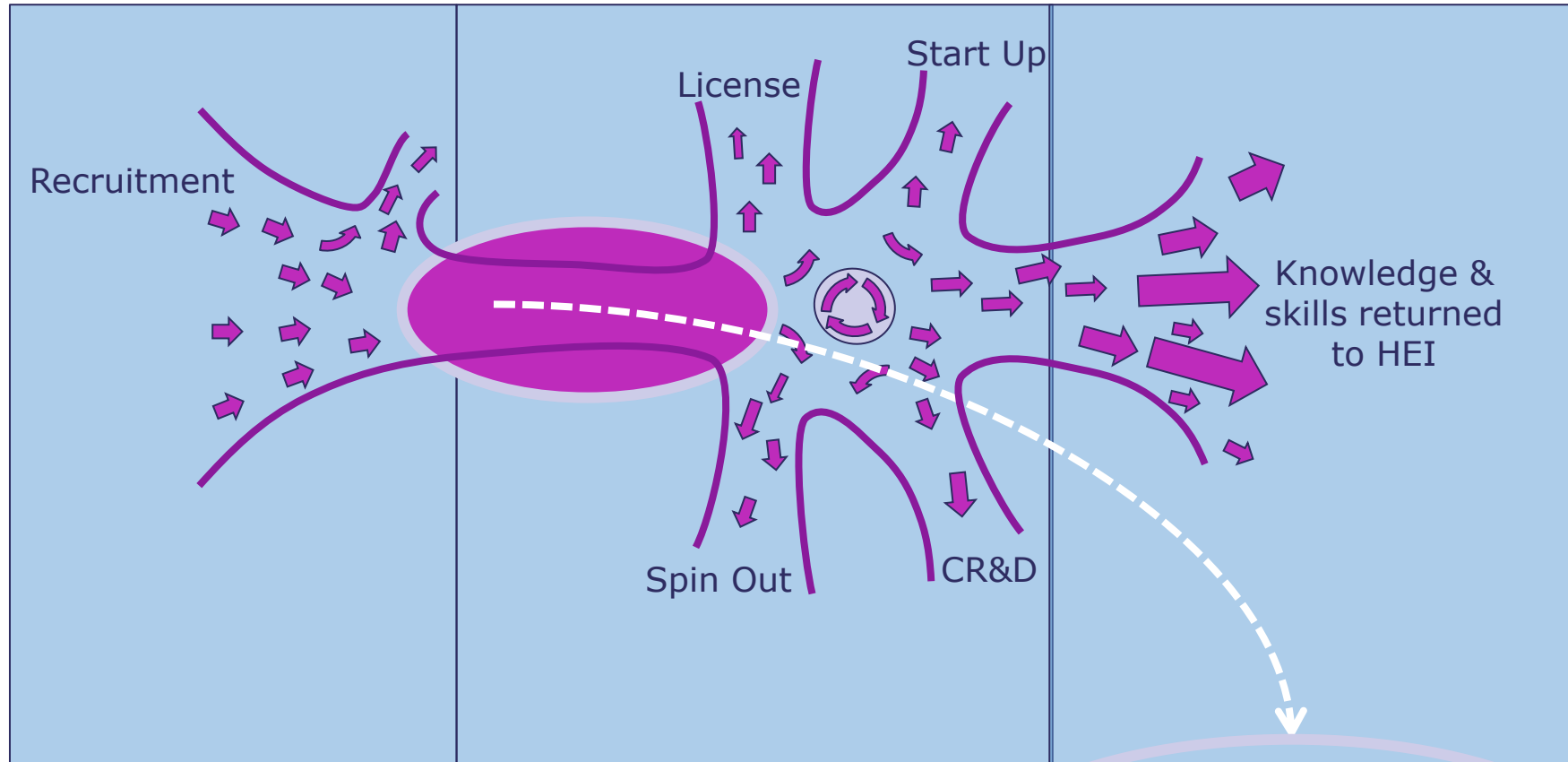
Innovation Policy, Innovate UK, part of UKRI

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Who am I?

- Innovation Lead Commercialisation, Innovate UK, UKRI
 - Barriers
 - Interventions
 - Policy
- Research Manager, Imperial College London
 - Academic push
- Product Development Engineer, Chemring Energetics UK Ltd.
 - Industry pull

ICURe



Talking Points

UKRI definitions

Valley of death

The importance of the market

Barriers to Commercialisation

Recommendations

Commercialisation

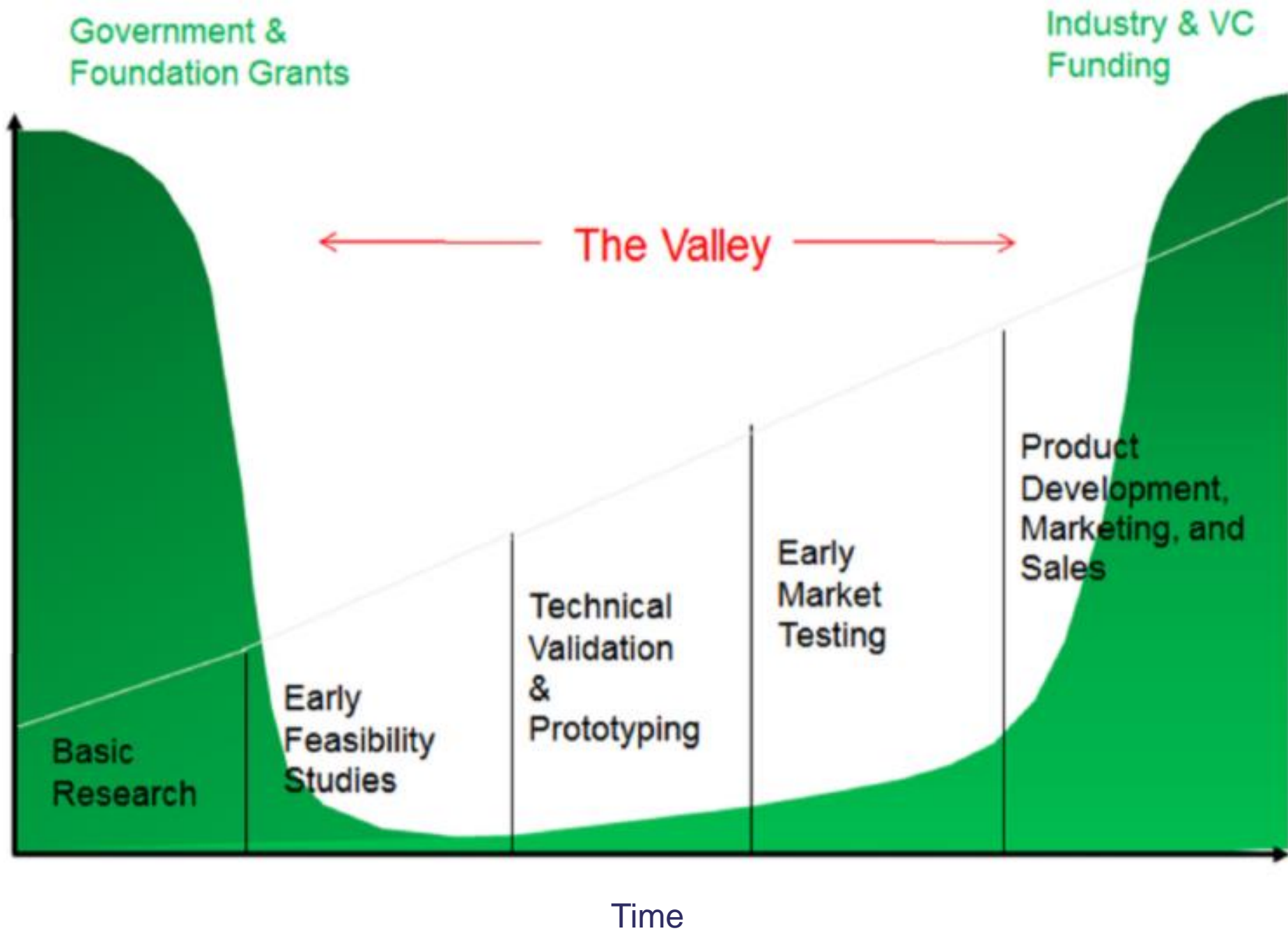
- Process
 - New or improved technologies, products, services brought to market
- Ingredients
 - Ideas
- Requirements
 - Intent
 - Mindset
 - Support



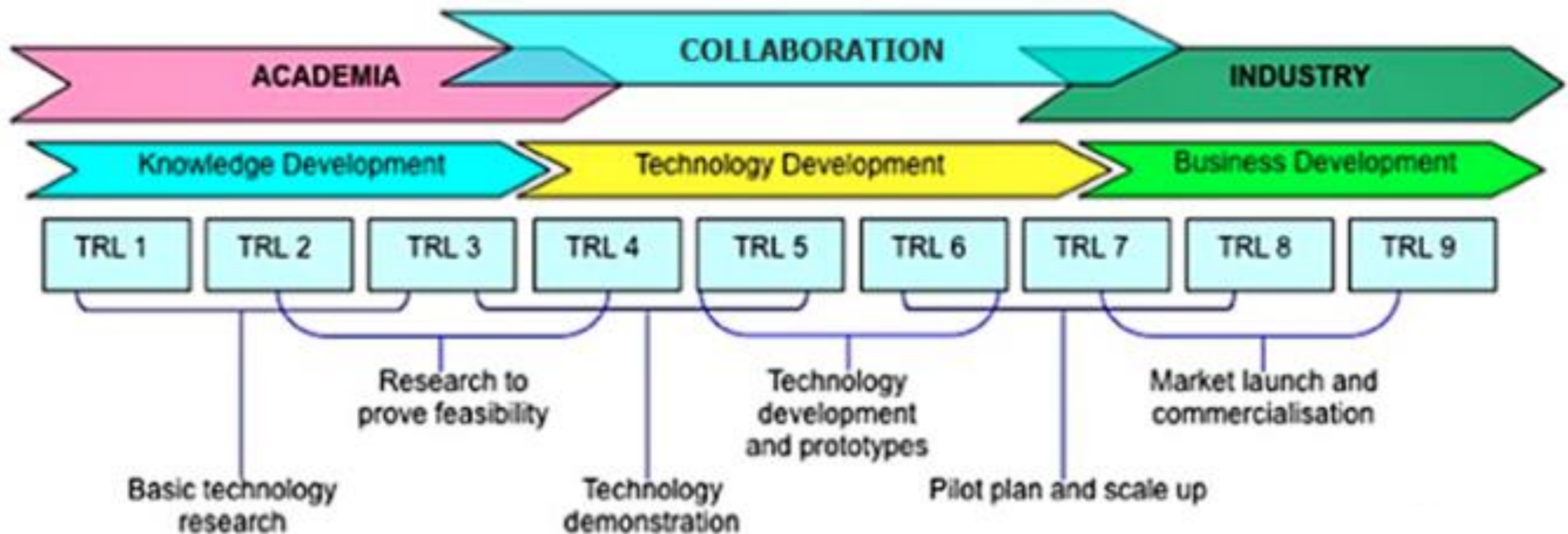
Why commercialise research?

- Raises profile of the research
- Builds networks
- Flow of productive knowledge
- Ensures societal benefit
- Stimulates the economy

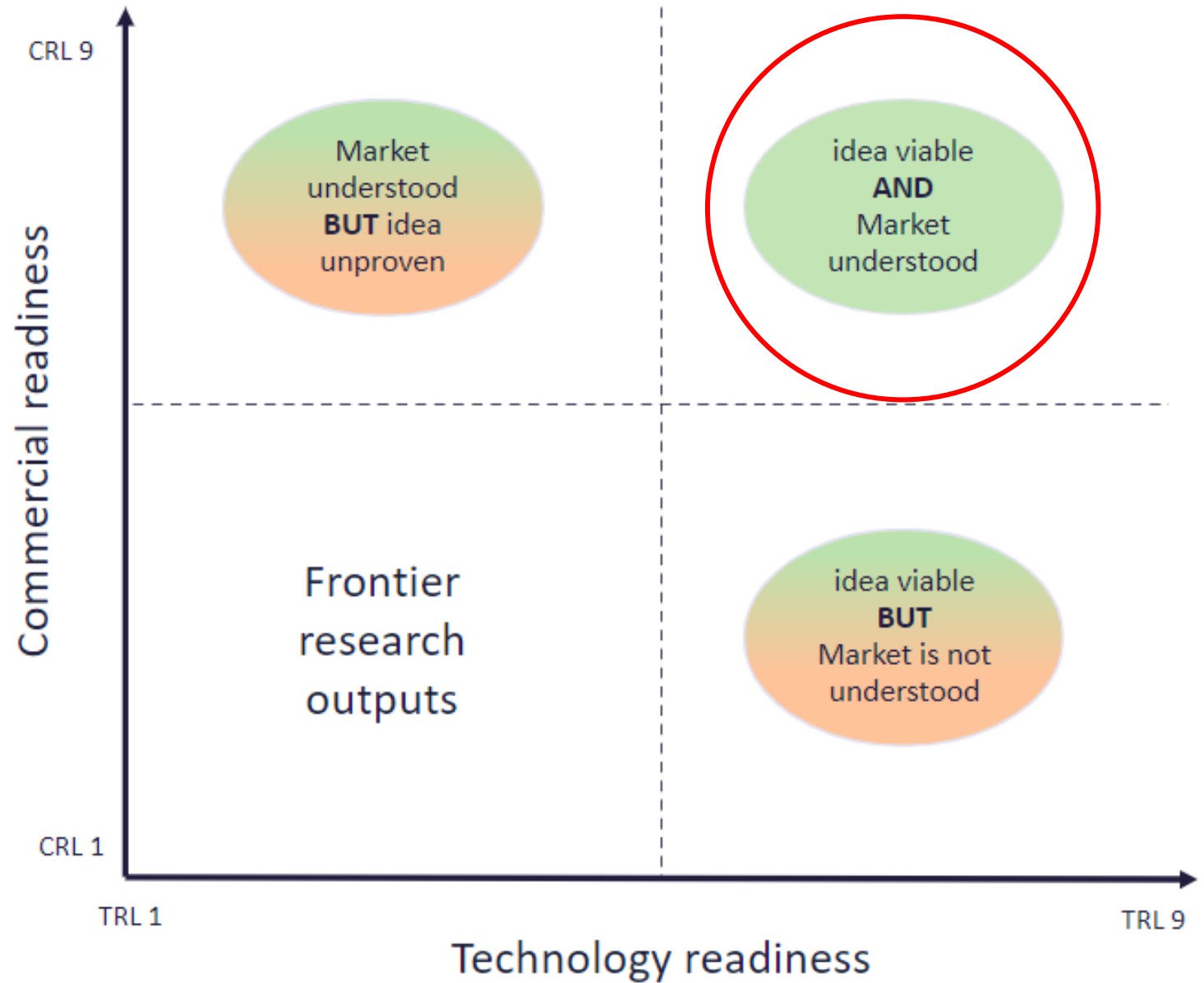
Resource



Bridging the valley of death



Commercial Readiness



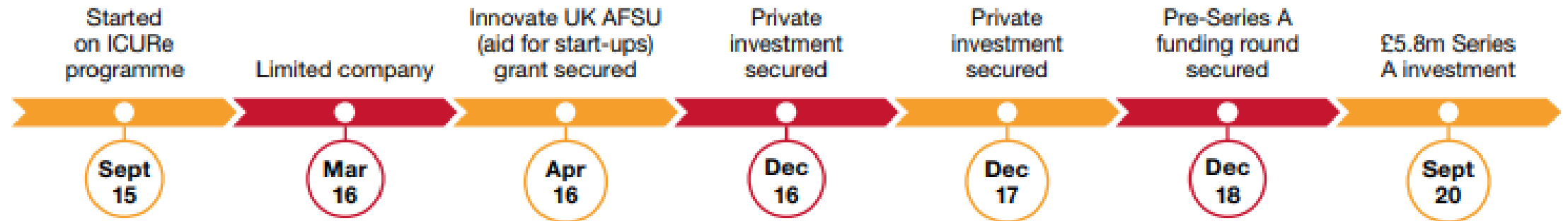
Options – The Appropriate Vehicle

- Spin out
- Start up
- License
- Industrial R&D
- Collaborative R&D
- Bin it



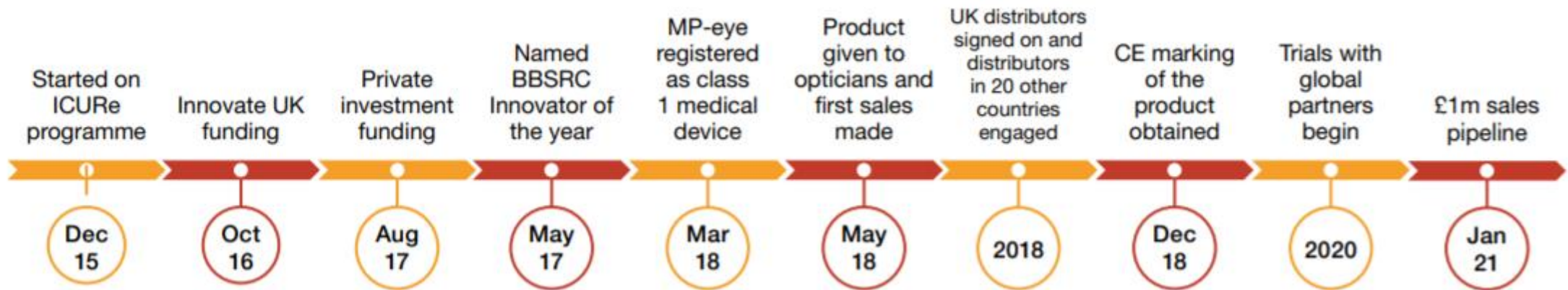
Accelercomm

- Channel coding for high performance networks
- Location – Southampton
- Employees - 35
- Funding - £550,000 public £8.8m private



Azul Optics

- Eye test for macular pigment density/degeneration
- Location – Bristol
- Employees - 4
- Funding - £500,000 public £300,000 private



Barriers to Commercialisation



Lack of resource

People
Money
Infrastructure



Skills deficit

Commercial understanding
IP management



Regulatory hurdles



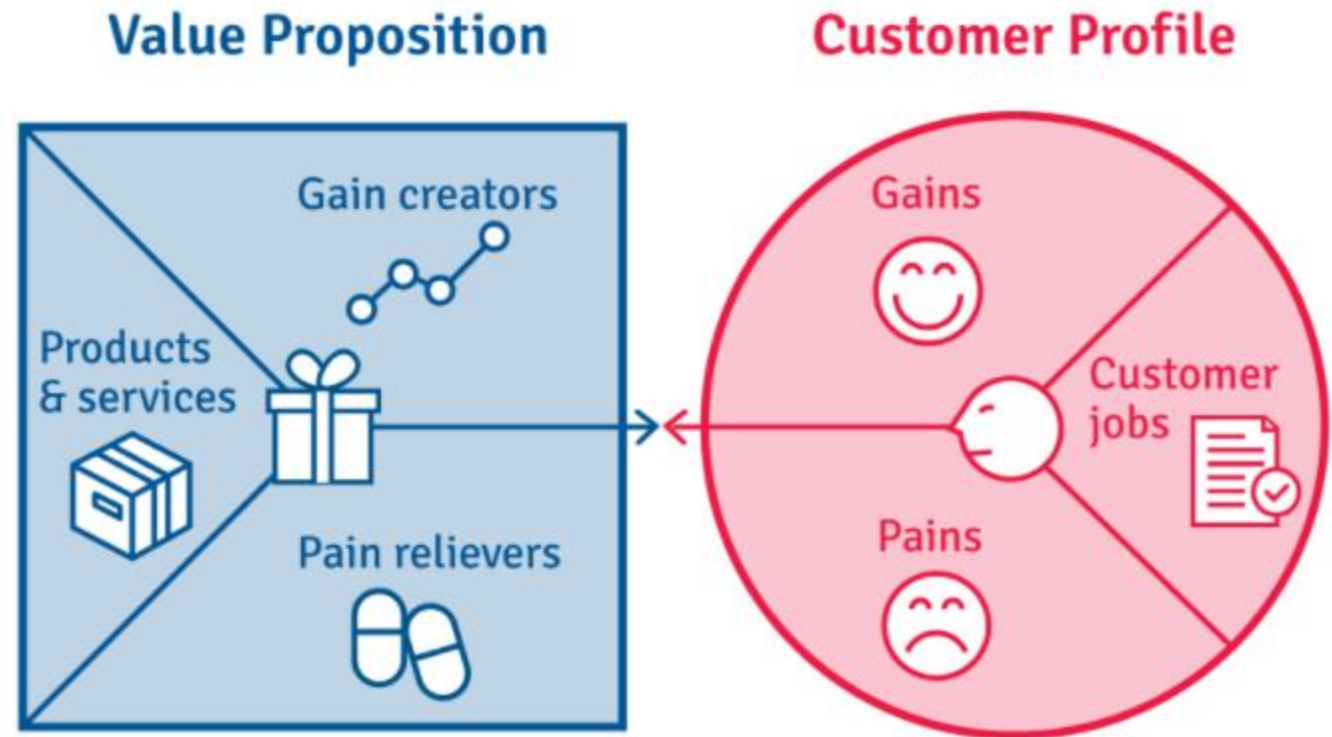
Risk appetite



Commitment

Recommendations

- Engage the market
- Consider your customer profile
- Articulate your value proposition
- Collaborate
- Take a risk
- Commit



Business Model Canvas



- Infrastructure
 - Partners
 - Activities
 - Resources
- Offering
 - Value propositions
- Customers
 - Segments
 - Relationships
 - Channels
- Financial
 - Cost Structure
 - Revenue Streams



Innovate
UK

Questions and Comments

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