Welcome:

Innovation:
whose job is it, why does it matter and how can we encourage it?
The Role of Universities in Driving Innovation
- Thoughts from an Innovation Practitioner

Dr Ceri Williams
Director of Innovation and Enterprise Partnerships
What can Universities offer to support innovation?

- Access to world leading knowledge, capabilities and facilities
- Support the translation of proven science and know-how into validated technologies
- Connect innovation partners to funding opportunities, supply chain partners and routes to long term connections and value creation
- Contribute to a highly skilled workforce
- Be an engine of growth in a City and City Region
Lack of innovation is hampering SME’s potential

“Innovation is a critical part of many firms growth strategies and yet our survey has highlighted that the ability to be innovative is a stumbling block for many businesses in the region. Less than a quarter of the local companies we talked to felt that they are sufficiently innovative. As the economy continues to gather pace, we need to prioritise the creation of a business environment that encourages the commercialisation of new ideas”.
## Why is it needed?

<table>
<thead>
<tr>
<th>Research Base</th>
<th>SME Innovating</th>
<th>SME Not Innovating</th>
</tr>
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<tbody>
<tr>
<td>Known</td>
<td>SMEs innovating with the research base</td>
<td>SMEs not innovating but known to the research base (eg CPD)</td>
</tr>
<tr>
<td>Unknown</td>
<td>SMEs innovating but not with the research base</td>
<td>SMEs not innovating and unknown to the research base</td>
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Too few Yorkshire SMEs
- Invest in R&D (<25%)
- Seek external R&D support (8%) and of these only (28%) access the research base
Why Leeds?
Why Now?

• Track record of successful commercialisation
• New Strategic Plan and commitment from the University
• Significant under supply of innovation capacity in the City
• Renewed confidence in Venture Capital and other business investors
• Leeds has a ‘feel good factor’
• Leeds has a significant scale-up opportunity
Creating an Innovation Engine in Leeds

- Create a high profile gateway and professional support to deliver a step change in innovation in Leeds
- Become UK leading in establishing successful new start-up companies
- Establish a UK leading environment for innovation and collaboration
- Maximise the societal and economic impact and profile of Leeds’ innovation and enterprise activities
What is innovation and how do you do it?

Liz Morgan
Director, Innoweaver
Tests prove Australians wouldn't give a XXXX for anything else.
Innovation - A Process and Culture

Simon Colbeck –
Marks & Spencer Head of GM Innovation & Quality
A bit about me

Currently Head of Innovation & Quality for Marks and Spencer, Clothing and Home.

17 Years at Marks and Spencer in New product development. Prior to M&S worked at Boots the Chemist
Innovation
Quality
Drive Process & culture
Right First Time Activities
Defining standards & procedures
Identifying new opportunities creating a pipeline of developments
Retail Technology Role in Marks & Spencer
LOW RISK
LOW RISK
RISK
RISK
HIGH RISK
Innovation balance within M&S

Operation World

- TRADING
- RETAILING
- REACTING

Innovation World

- PROBLEM SOLVING
- LONG TERM THINKING
Innovation loves boundaries, it hates barriers
Kinds of Innovation in M&S

Incremental

Step Change

Headline news worthy

Innovation

Process

Business Model

Cross Business

Local
Innovation Roulette

External Input

50

10

2

ARE YOU PLACING ENOUGH CHIPS?

Winners

2
Innovation

Process

Culture
Cross Functional Training
Encouraging Risk
Building diverse teams
Understanding the shape of your Capability

Which person are you??

- **Inventor**
  - Open minded
  - Sponge

- **Shaper**
  - Selling
  - shaping
  - Prototyping

- **Implementer**
  - Believer
  - Plan / Chase
  - Committed
Embracing & Understanding Ambiguity
Build Innovation into the physical work place
Look for adjacencies and New Horizons
Set Long Term Goals
Importance of Platforms
A review process
Senior Visibility & Commitment
Clear Visibility of Ideas
Understand Innovation
Project Management
Integrate Innovation across all Functions
Celebrating Success in Innovation

Market your innovations internally to re-enforce culture
What does innovation mean to UK Plc?

Chris Sawyer
Lead Technologist,
InnovateUK
Innovate UK

Accelerating UK economic growth and productivity

What?
- Connect
  - Communities
  - Catapults
  - Specialists
- Fund
  - Responsive
  - Challenge
  - SBRI
- Impacts
  - £6 for every £1
  - 7 jobs per business
  - Government savings

Building confidence to crowd in private investment

How?
- Proving the Opportunity
- Addressing the Challenge
- Delivering Growth
The Innovate UK portfolio of products & services

**FUND**

Innovate UK CHALLENGE

*[We come to you]*

Innovate UK SMART

*[You come to us]*

**CONNECT**

Innovate UK INNOVATION NETWORKS
What is the problem we are addressing?

• Business investment too low and late

• Innovation disrupts value chains and business models

• Longer term trends not visible to all players

• Innovation infrastructure is complex and inefficient
Key Facts

• Budget for 2014-15 is approximately £440m
• With partners invested over £3bn
• 60% funding last year to SMEs
• This year 120+ competitions with 1000+ grant offers
• Working with more than 5,000 companies and 150 research organisations (110 universities)
• Innovation networks over 60,000 members
Programmes

- Agritech & Food
- Urban Living & Built Environment
- Digital
- Enabling Technologies
- Energy
- Transport
- Space
- Resource Efficiency
- Health + Care
- Creative Industries
- High Value Manufacturing
- Emerging Technologies

Targeted Competitions Depth
Open Competitions Breadth
Priority Area
Catapults National Momentum
Local Growth Local Momentum
Programmes

**Investment Tests**
1. Size of future global market
2. UK Capability
3. Timing – why now

**SBRI = Procurement**
Precompetitive / State Aid Rules

**Competitions**
Design race courses rather than pick winners

- Breadth (Catalyst)
- Depth (CR&D)
- UK Focus (Catapults)

>>> Local Focus <<<
One Integrated Strategy

Global Leaders

From successful Businesses to Successful Sectors

From successful Projects to successful Businesses

Innovate UK - Current Programmes

Research Base

Future Markets

One integrated strategy across Research – Innovation - Sectors

Our next goal is to focus on the transition to mid-size businesses

Strong foundations are in place to now build on
Opportunities

Technology – Push
Revolution
new business models
new ecosystems

Technology – Pull
Evolution
strategic roadmaps
industrial strategies

Society – Push
Creative Industries
Redefining needs
and desires

Society – Pull
Citizens Consumers
societal challenges
insight into consumers
Missions unlock
A cool £600m of
Investment

- 64 clean tech companies went on four Missions to the USA and Brazil, sponsored by Innovate UK
- We connected them to potential investors, partners, suppliers and customers
- They have since attracted investment of over £600m in more than 120 deals.
AlertMe: 2 staff to £65m buy-out

- Hive home energy management system
- Market analysis identified channel partners to get products to market
- Staff numbers rose from 2 to 100
- Acquired by British Gas for £65m
SwiftKey dictates the global stage

- SwiftKey app makes it easy to create text on mobile devices
- Won £65k funding for feasibility study and to develop a prototype
- 100,000 downloads in first week; best-selling Android app in 2012-2013
- Now used in over 200 million devices globally
- Explosive company growth from 2 to 150 staff
From pre-revenue to £5m in 3 years

- Versarien PLC an advanced materials company, founded on research into metallic foams from the University of Liverpool
- Innovate UK funding included Smart and Collaborative R&D.
- Rapid growth enabled Versarien to go straight to AIM stock market listing without venture capital
- Pre-revenue in 2012; £5m turnover in 2014
- From 2 people in 2010, staff now number 105 across four sites
Shadow robot company – poised for growth

• Developed the ‘dextrous hand’ which can see an object, pick it up, hold it and put it down
• Applications in health, manufacturing and service industries
• Innovate UK grant funding of £69K helped create a demonstration model
• Shadow Robot has grown from 2 to 21 employees
Igeolise - turns miles into profits

- Small company pioneered mapping in terms of travel time (not distance) based on satellite data.
- Feasibility study grant led to deals with property websites Countrywide, Zoopla and more
www.innovateuk.org
‘On Your Marks’

To continue the discussion…

#OYMinnovate