



# Innovation support institutions:

good practices in managing business incubators and science parks

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The Surrey Research Park A University of Surrey Enterprise

# The science park model - three zones

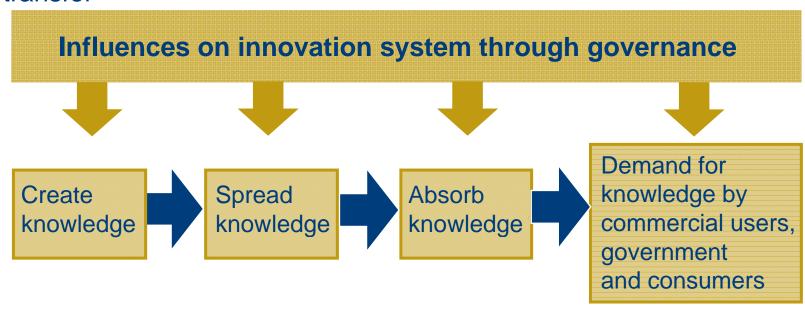
 Pre-incubation and business incubation and grow on space  Medium sized research facilities  Large research centres and HQ



#### Evolution of science and technology parks

- Support for business development
- Changes to host organisation
- Management of tech transfer

- More funding intervention for Parks
- Economic development
- Leadership for innovation systems

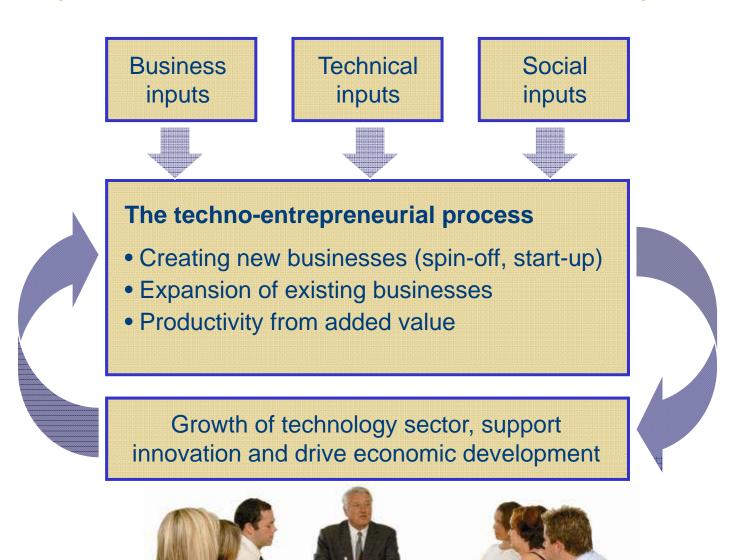




# Science parks, innovation

- Broader approach to innovation
- -New products
- -Technological breakthrough
- -Services
- -Business models
- New business processes
- -Import substitution
- Localisation of technology
- Open innovation

#### The operational environment for science parks



www.surrey-research-park.com

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High growth companies

Education and experience

• Hold IP

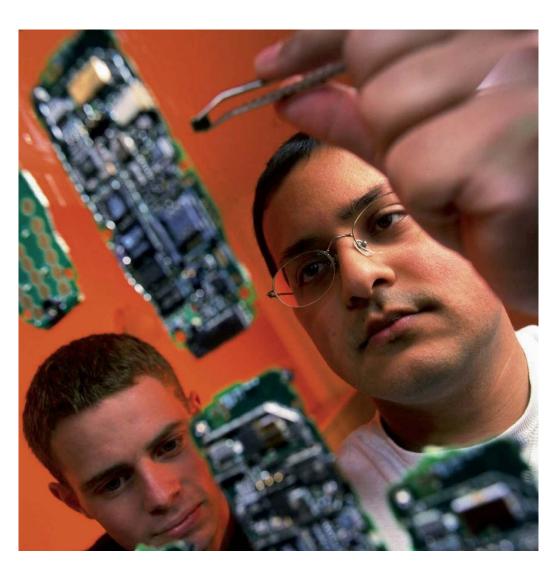
Need finance

Build relationships

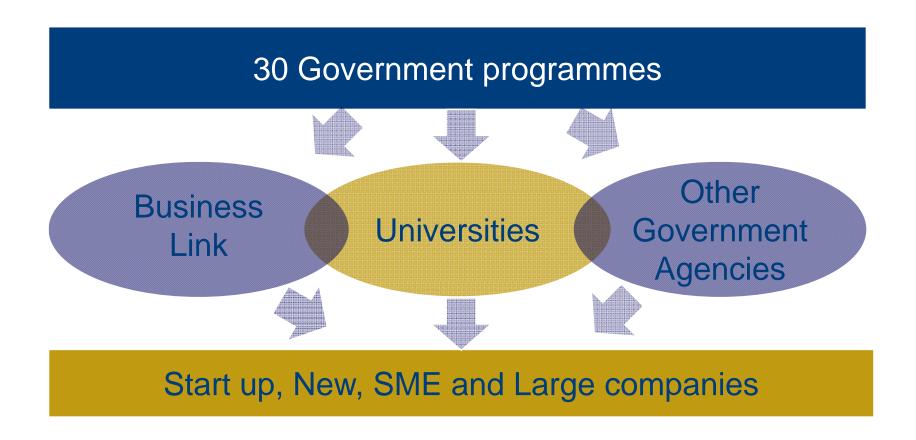


# Supporting business development

- High growth start-ups and scalable micros
- Step changes from small to medium
- Step change medium to large
- Building large knowledge generators



#### Solutions for business – funded by government



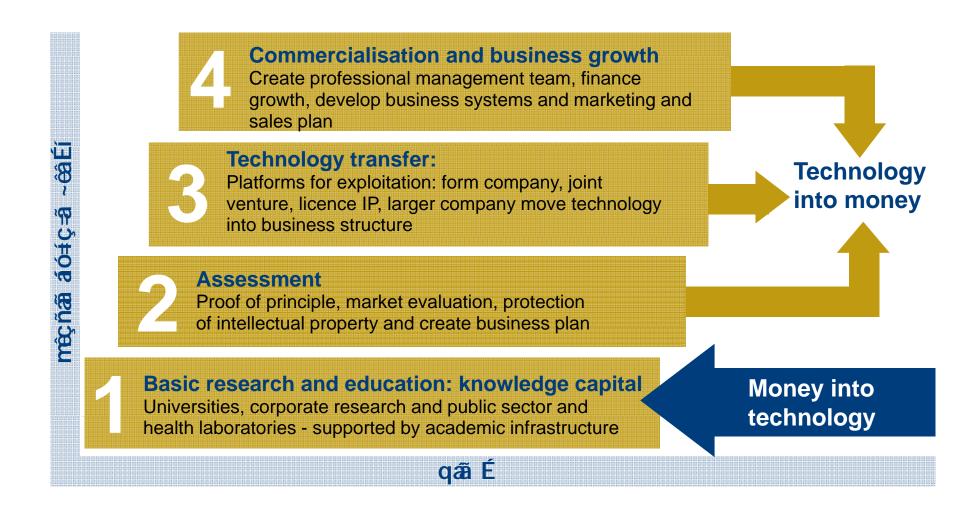


The region, a science park and a system Milton BUCKINGHAMSHIRE Aylesbury-Oxfordshire OXFORDSHIRE The Surrey Research Park ♦ High Wycombe ♦♦ Southern Oxfordshire Slough 1 Reading Medway Canterbury 5 Newbury Farnborough Sittingbourne East Malling (Food Technology) SURREY KENT HAMPSHIRE Crawley Southampton EAST SUSSEX WEST SUSSEX Brighton & Hove Hastings & Bexhill Eastbourne Isle of Wight

## Pre start up and scaleable micro companies

- Finance for business
- Starting a high growth business
  - Mentor allocated
  - Develop route map
  - Practical and specialist help:
    - IP
    - Marketing
    - Fund raising
    - Management team
  - Access to markets and major customers
  - Business education programmes





• What problem? What solution? Commercialisation and business Why this technology? • Who is the customer? Reaching the customer **Technology transfer:**  The value proposition Market and price? Can you make money from it? mêcha áoáca What is your unfair advantage? **Assessment** Proof of principle, market evaluation, protection of intellectual property and create business plan Basic research and education: knowledge capital qã É

Commercialisation and business growth
Create professional management team, finance growth, de
business systems and marketing and sales plan

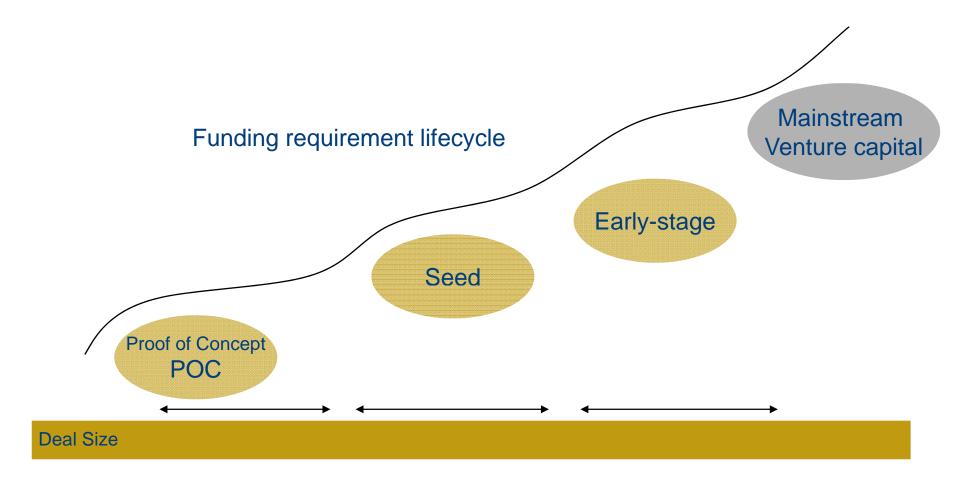
- Company formation
- Licensing IP
- Joint venture
- Move technology into business structure
- Technology transfer:
  Platforms for exploitation include: formation of company, joint venture, licence out intellectual property, or in case of larger company move technology into its business structure
- Assessment
  Proof of principle, market evaluation, protection
  of intellectual property and create business plan
- Basic research and education: knowledge capital Universities, corporate research and public sector and health laboratories supported by academic infrastructure

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**Commercialisation and business growth** Create professional management team, finance growth, develop business systems and marketing and sales plan **Technology transfer:** • Entrepreneurial flare Experienced mêcña aoáca management **Business systems**  Financial backing **Assessment**  Quality of business plan Basic research and education: knowledge capital qãÉ

#### The continuum of finance from concept to growth



## Government support – new companies

- Access to finance
- Grants for R&D
- Designing Demand

- Networking for Innovation
- Business Collaboration Networks
- Manufacturing Advisory Service



Government support for small and medium enterprises

- Knowledge transfer partnerships
- Innovation vouchers
- Innovation advice and guidance
- Grants for R&D
- Coaching for high growth



Step change small to medium

#### High growth business coaching:

- Leadership
- Professional managers
- Company and share structures
- Raising external funding
- Business models
- Internal processes
- Collaboration partners
- Access to major markets and specific global customers



# Step-change: medium to large

- £10m + turnover significant employer
- 10 years trading history
- Experienced management team
- Strong commercialisation capabilities

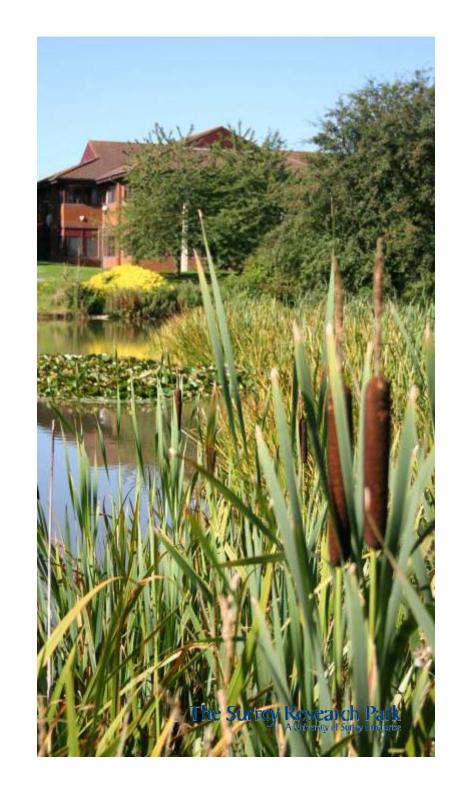
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- Mature core products, trading overseas, good market reputation, trusted
- A wider impact through supply chains
- Potential to be a £50m+ company
- Need to improve innovation performance
- Link to innovative companies
- Link to research base



# Large firms

- £100m + turnover
- Important to the region
- Operate in competitive global markets
- Highly innovative
- Can be constrained by culture
- Allocate resources for open innovation
- Difficult to identify and work with the right SMEs
- High potential to impact positively on other businesses in the region



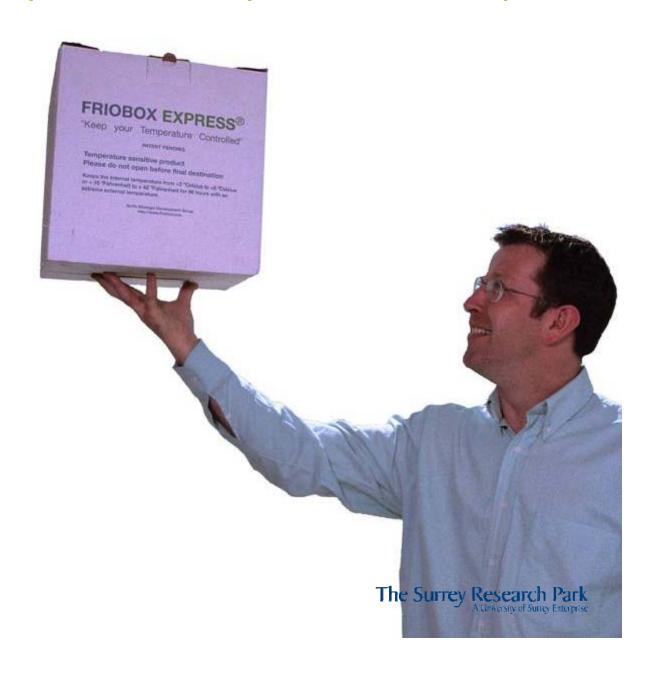
#### People – the entrepreneur, competence and capital

#### Competence

- Leadership
- Industry experience
- Track record
- Marketing and sales experience
- Organisational ability
- Product and market understanding

#### **Capital**

- Business model
- Exit strategy



# Science Parks – supporting regional growth

- 25 years of development
- Leadership and investment
- Focal point for innovation systems
- Government support refined
- Regional delivery for step change









# Thank you!

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