An Introduction to Business Engagement
College of Life And Environmental Sciences
What *is* industry engagement?

Contract Research - 100% fully funded
Collaborative Research e.g. PhD studentships
‘in kind’ support
‘in cash’ support
Letters of Support
Knowledge Transfer
Leverage RCUK/internal block grant funding
Consultancy – through UoB NOT Alta Innovations
Why is it important?

Current RCUK / EU funding landscape

Industrial Strategy Challenge Funding
Why am I here? See ave. industry income per academic

Belgium – population 11.4m

The UK
...and in the Russell Group

- UoB Presently 14\textsuperscript{th} out of 24 Russell Group – ranked 13\textsuperscript{th} or 14\textsuperscript{th} since 2011 - behind Warwick \textit{and} Nottingham!!
Why does industry engage with UOB?

“It’s all about them”
Why should ECRs work with industry?

“It’s all about you”
Impact!

• The REF

• Grant proposals
  – increasingly read in terms of the potential for research to make a difference
  – Leverage!
and other positives...

- Improve your success rate e.g. industry partners give you an uplift on e.g. BBSRC IPA grant applications
- Building long term relationships that can last for a whole career
...the importance of a professional network

“Expertise, experience, ideas and connections that other people can offer can make all the difference to your personal or collective success” Andy Lopata
Playing the long game...

- Grant applications will become increasingly dependent on industry participation / contribution
- An ‘ask’ of even £50k in hard cash is not something you can ‘spring’ on a partner
- Strong relationships take **time** and **understanding** – influencers and DMs
- Cultivating your network now will only play to your strengths as you progress to PI
- Polish your professional ‘pitch’ – verbally & written
- You’re building your ‘future team’
Industry projects follow a process...

- Research question
- Discussion / briefing
- Proposal / Price
- Decision Y / N
How can your Business Engagement Partner help?

- Know the **right people** in the **right companies**
- Know what their problems are
- Know who can / wants to solve them at UoB
- Make sure they **know us** / our capabilities
- Know how and when to make the ‘ask’
Questions?