

# 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?

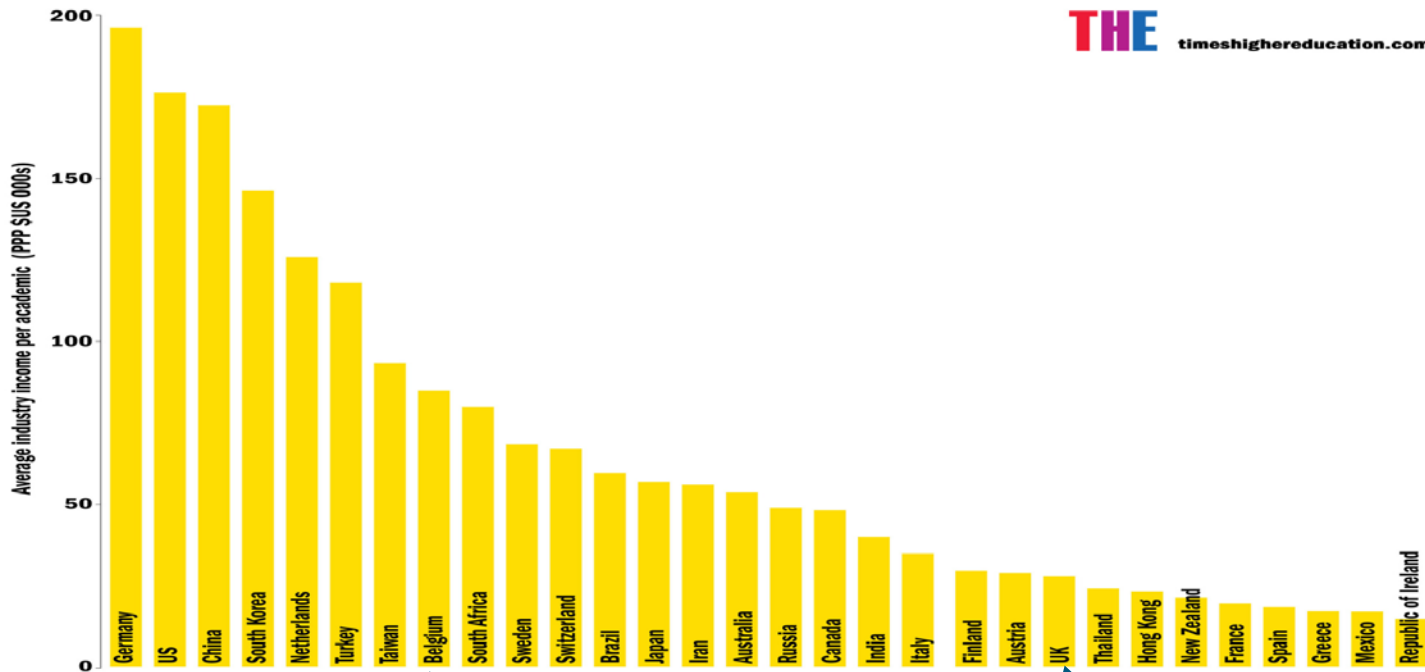
Current RCUK / EU funding landscape

Industrial Strategy Challenge Funding



# Why am I here? See ave. industry income per academic

**THE** timeshighereducation.com



Belgium – population  
11.4m

The UK



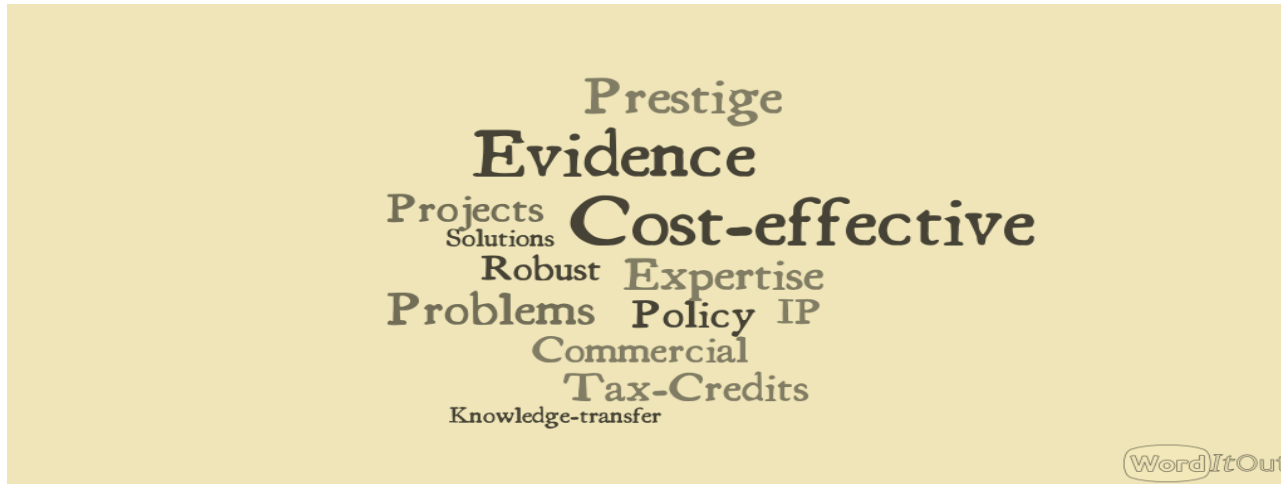
...and in the Russell Group

- UoB Presently 14<sup>th</sup> out of 24 Russell Group – ranked 13<sup>th</sup> or 14<sup>th</sup> since 2011 - behind Warwick *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?

