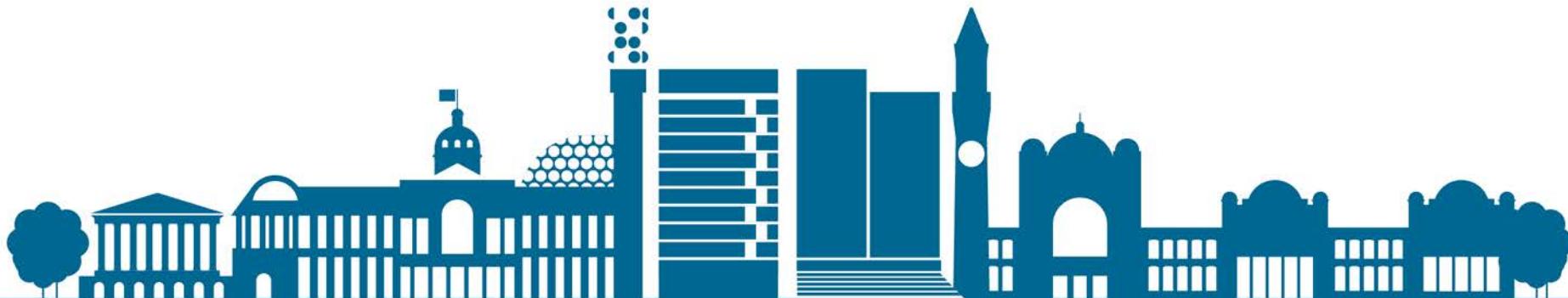


An Introduction to Business Engagement College of Life And Environmental Sciences



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?

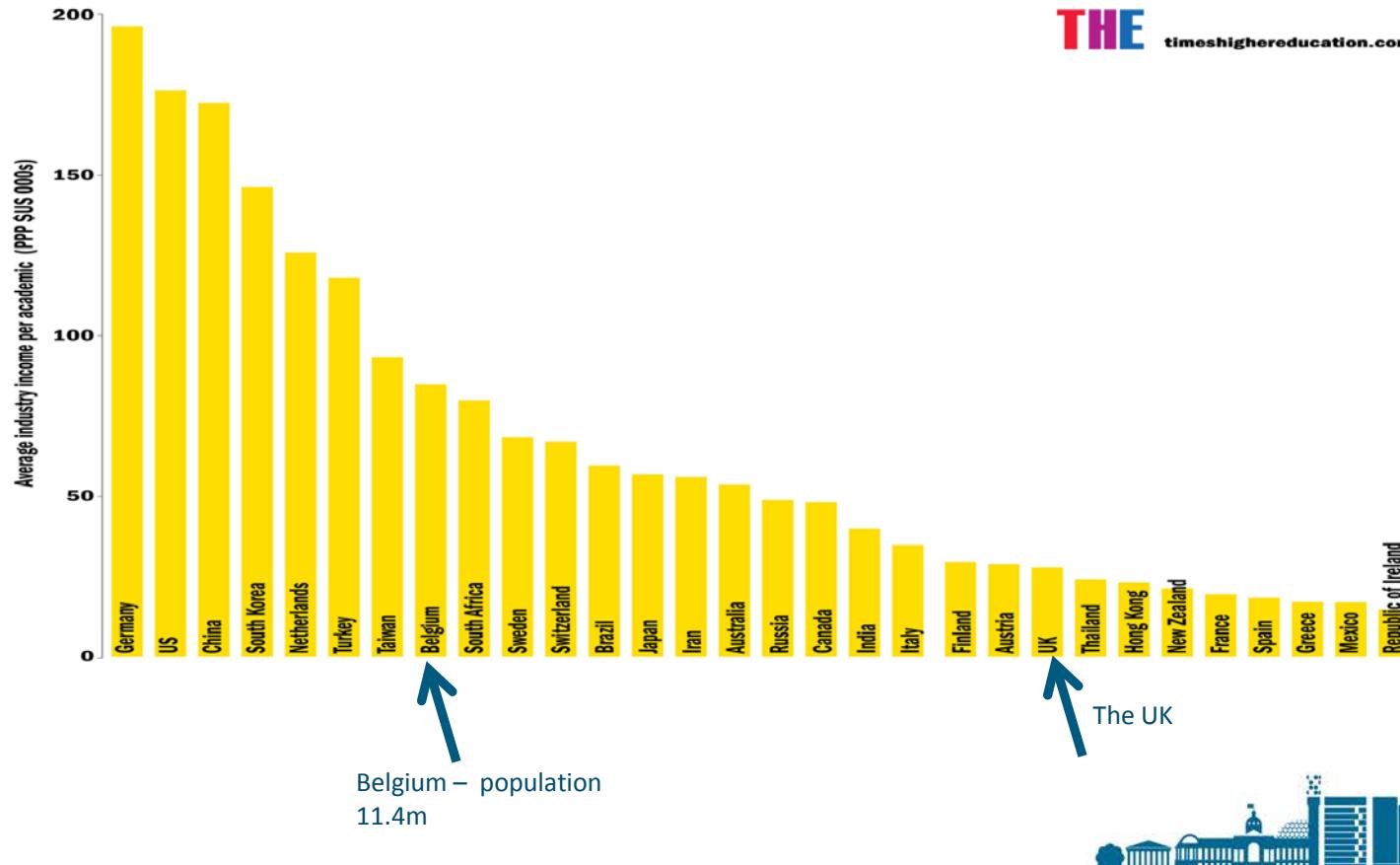
Current RCUK / EU funding landscape

Industrial Strategy Challenge Funding



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

THE timeshighereducation.com



...and in the Russell Group

- UoB Presently 14th out of 24 Russell Group – ranked 13th or 14th since 2011 - behind Warwick *and* Nottingham!!



Why does industry engage with UOB?

“It’s all about them”

Prestige
Evidence
Projects Solutions **Cost-effective**
Robust Expertise
Problems Policy IP
Commercial
Tax-Credits
Knowledge-transfer

WordItOut



Why should ECRs work with industry?

“It’s all about you”

Interdisciplinary **Profile**
Network Skills
Integrity ^{IMPACT} Funding
Personal-Development
Communication
Publications Status
PI Team-Player
Presentation Employability

WordItOut



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?

