

MANCHESTER
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The University of Manchester

Knowledge Exchange Team, Joanne Summers

Identifying KTP opportunities for the Business School

Knowledge Exchange at UoM

The KE Team actively seeks collaborations from an array of different sectors and currently has partnerships with international blue chips, ambitious SMEs and charities all with an eye for innovation.

A dedicated member of the KE Team will help an external organisation to develop relationships with leading academics and support them with the different stages project development; from identifying the most appropriate funding mechanism, applying for funding to project planning and evaluation.

When it comes to creating a project proposal, we follow a process of discussion and refinement to develop something that meets our criteria and, where applicable, an external funding provider.

The key is understanding the drivers for engagement

Do they want to:

- **COLLABORATE** – Work in partnership with Academic members of staff to apply pioneering ideas directly to the workplace. From concept development, feasibility studies to knowledge exchange projects.
<http://www.manchester.ac.uk/collaborate/business-engagement/knowledge-exchange/>
- **RECRUIT** - Access up-and-coming talent with a student placement or internship, or attract the best graduates through careers fairs or online recruitment service. <http://www.careers.manchester.ac.uk/recruit/vacancies/>
- **GROW** – Inject knowledge and tap into a wealth of expertise via a research project or consultancy tailored to individual requirements.
<http://www.manchester.ac.uk/collaborate/business-engagement/>

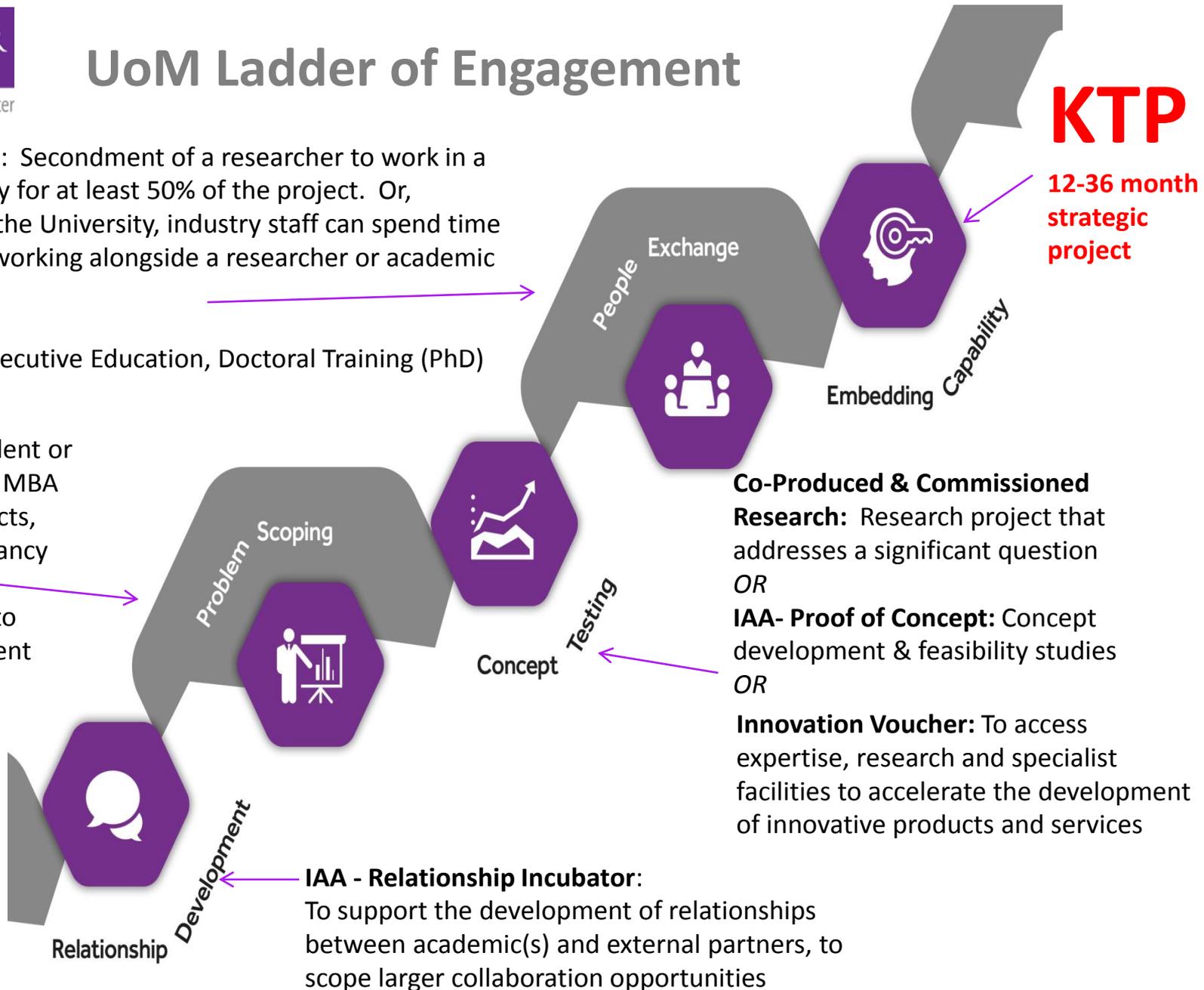
UoM Ladder of Engagement

IAA Secondments: Secondment of a researcher to work in a business / industry for at least 50% of the project. Or, secondment into the University, industry staff can spend time at the University working alongside a researcher or academic team.

OR
Training – CPD, Executive Education, Doctoral Training (PhD)

Consultancy: Student or Graduate project, MBA consultancy projects, Academic consultancy

OR
Facilities: Access to specialist equipment



IAA - Relationship Incubator:
To support the development of relationships between academic(s) and external partners, to scope larger collaboration opportunities

Co-Produced & Commissioned Research: Research project that addresses a significant question
OR
IAA- Proof of Concept: Concept development & feasibility studies
OR
Innovation Voucher: To access expertise, research and specialist facilities to accelerate the development of innovative products and services

KTP
12-36 month strategic project

Knowledge Transfer Partnerships at UoM

Current UoM KTP status:

- Currently 46 live projects (2nd largest portfolio in the UK) - £11.4M
- 8 sit within the Faculty of Humanities - 7 AMBS & 1 SoALC
- Awarded in 2018-19 (to date) - 19 KTPs, £5.3M
- Submitted and under review – 3 KTPs, £700K
- In development for July submission – 5 KTPs (~£1.1M)

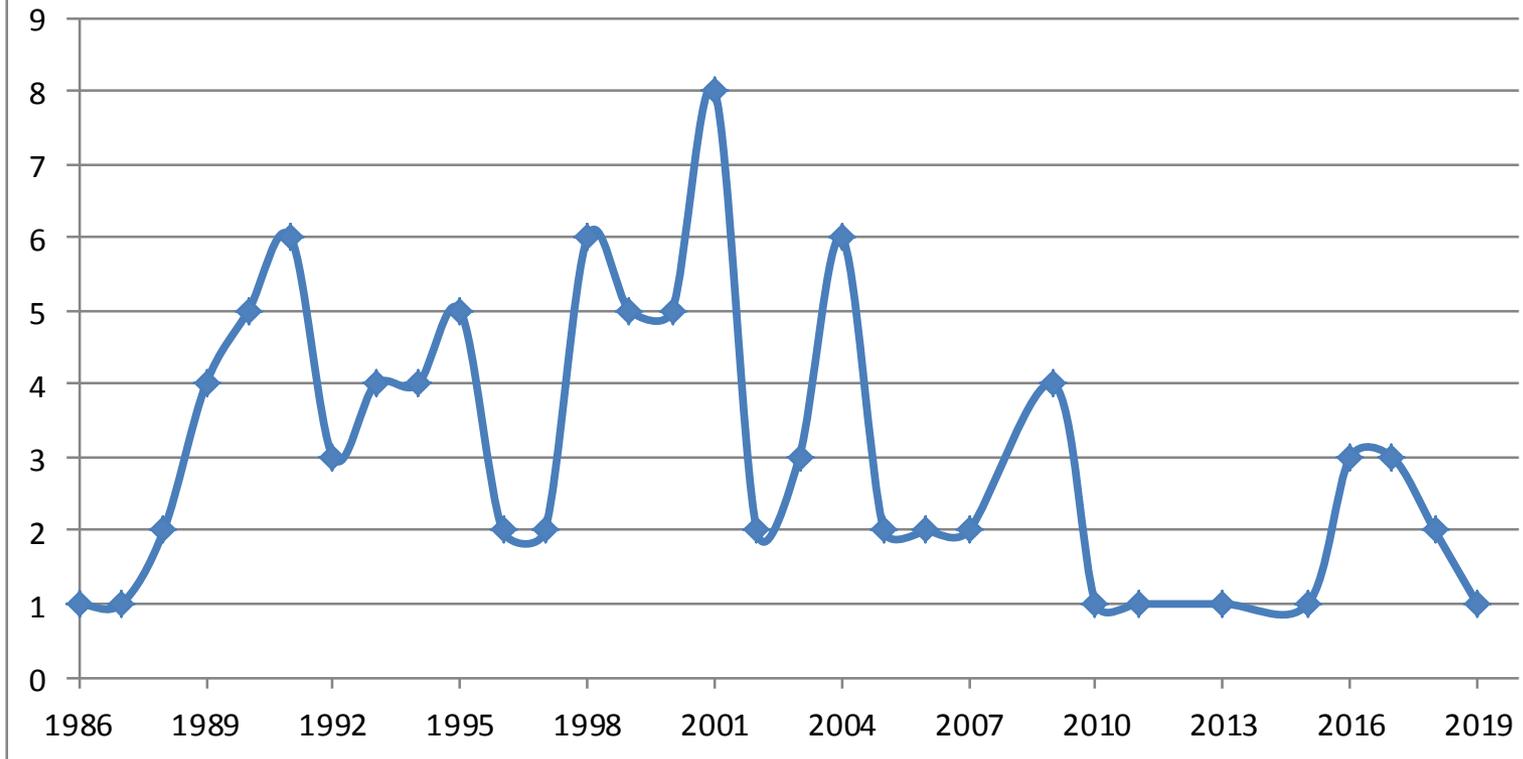
KTP Current Partnerships (Top 5 Institutions @ 01/05/19):

Name	Active Portfolio
Queen's University Belfast	51
The University of Manchester	46
The University of Nottingham	38
University of Essex	31
Manchester Metropolitan University	28

UoM success rate upon application = 96%

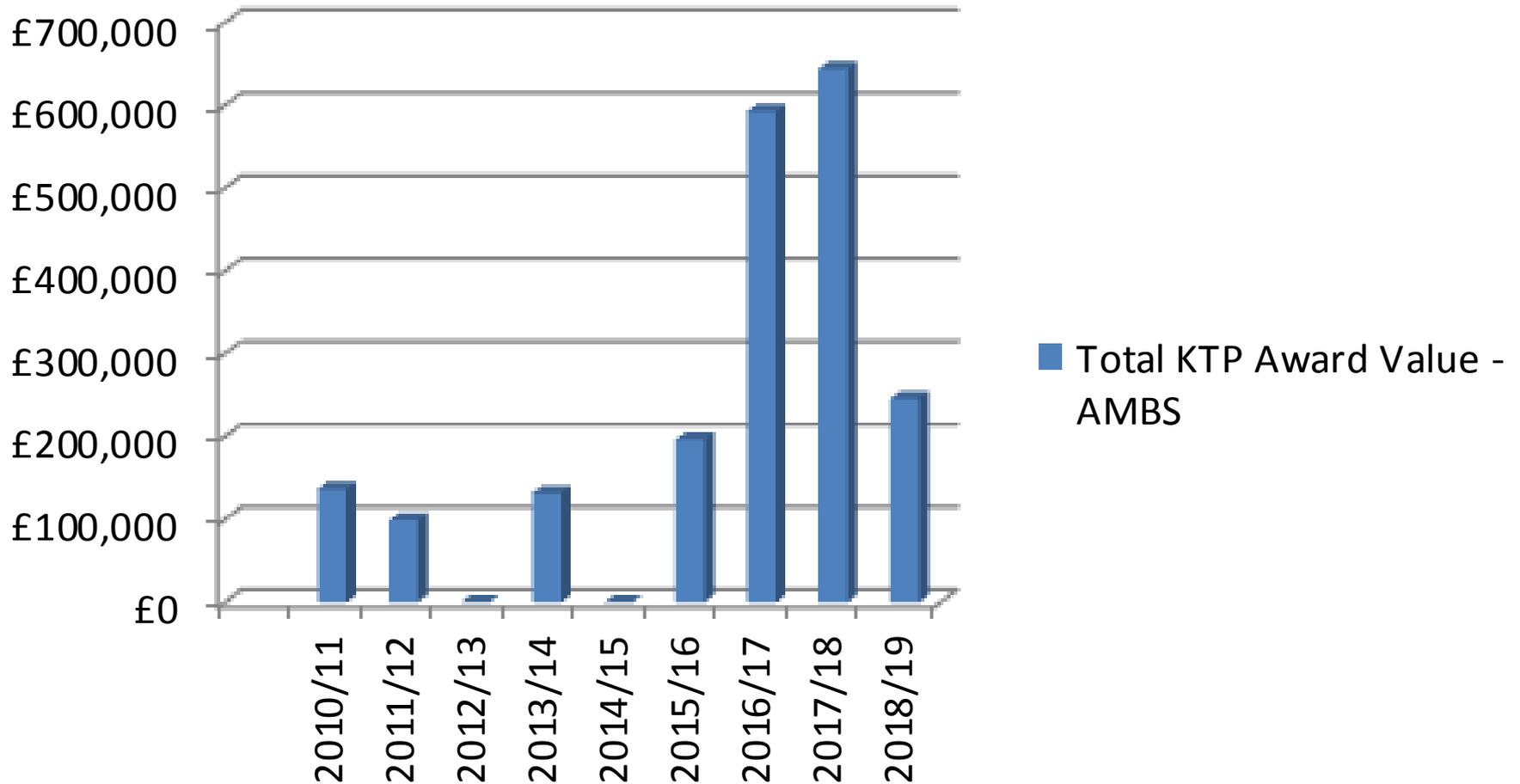
Proud history of engagement with KTP

UoM, Business School KTP submission history



The only years the Business School did not make a submission was 2008, 2012 & 2014

Total KTP Award Value - AMBS



What are the typical projects supported by AMBS?

Typical projects might include:

- Development of data driven business models.
- The development predictive analytics to aid decision making.
- Implementation of the latest machine learning and AI techniques.
- Developing and implementing an innovative marketing strategy to enter new markets or launch a new product/service.
- IT projects exploring Big Data, user experience, location based services and advanced software engineering.
- Developing new systems and frameworks to improve efficiencies in staff and processes.
- Developing a new, agile, more cost effective manufacturing process.



Doing things differently – Breaking down silo's

- KTPs must have 2 academics and sometimes 3 with one acting as the immediate supervisor for the Associate, sharing 10% allocation of time.
- Academic support can be cross school or Faculty within UoM. AMBS share a KTPs with the Faculty of Science & Engineering.
- AMBS has also partnered with other Universities. We have a project with academic support provided via Chester University. UoM take the lead and higher proportion of 10% time allocation and we basically have sub contract agreement for the agreed support time with the partner University.

The lead academic must establish a team that they are happy to collaborate and work with and importantly this offers the company partner the best support experience - nothing is ever forced.

Clustering Expertise - Law and Technology Initiative (LaTI)

AMBS has launched a new network that focuses on digitalisation and innovation within the Financial and Legal sector, The Law and Technology Initiative. Participating firms and University experts examine some of the more challenging questions that are arising for the legal sector as a consequence of the emergence of new technologies. Key research strengths were mapped across the University to define our distinctive offer of support.

Our key areas of interest/expertise include:

- Cryptocurrencies & Blockchain (AMBS, CS, Maths, Law)
- Compliant and Secure Data Management (AMBS, CS, SoSS, Law)
- Data Analytics, Machine Intelligence & Mobile Security (AMBS, CS)
- Smart Contracts (AMBS, CS, Law)
- Social impacts of Legal/FinTech (consumer level) (AMBS, SoSS)
- Regulatory impacts of new technologies in financial services (AMBS, Law)
- Decision modelling and Computational Models of Behaviour (AMBS, CS)
- Intelligent Decision Support Systems (AMBS)

3 of the 8 awarded KTPs within Humanities came from this group and 1 application is on-going. The initiative has been shortlisted for the KE Awards 2019.



Clustering Expertise – Scale Up

AMBS recently launched **The Scale-up Forum & Partnership** which provides support for ambitious scaling up businesses. Fast growth companies face particular challenges:

- Hiring talented employees
- Building leadership capability
- Accessing customers in new markets at home or overseas
- Accessing the right combination of finance



To allow AMBS to capitalise on the enhanced **£25m Productivity funding** recently awarded to the KTP budget, the KE Team intend to engage with Scale-up members, highlight the additional funding and utilise AMBS research strengths in:

- Innovation Management
- Data Culture – data driven decision making
- Organisational Change
- New and experimental practices of engagement with audiences, workforce and stakeholders



Tips - Building an appetite for engagement

- Explore and utilise a variety of funding mechanisms to support the business need and foster relationship building.
- Frame the journey and make clearly identified outputs that have potential to be enhanced/built upon to build confidence.
- Create community of users (clusters), allowing organisations to get involved via a network of workshops, meetings, and events, providing a new and effective platform for disseminating knowledge which instigates interest.
- Workshops/Presentations and Showcase Events – internal to foster academic appetite and external to instigate an interest to explore more.
- Work your networks – Talk to colleagues, business support intermediaries.
- Engage with internal support structure such as Research Support Hubs, Finance Team and HR.

