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GLOUCESTERSHIRE

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KTP Enterprise Workshop

June 1st, 2011

Park Campus, Cheltenham

Martin Wynn

1975



Launched as Teaching
Companies Scheme (TCS)

2003

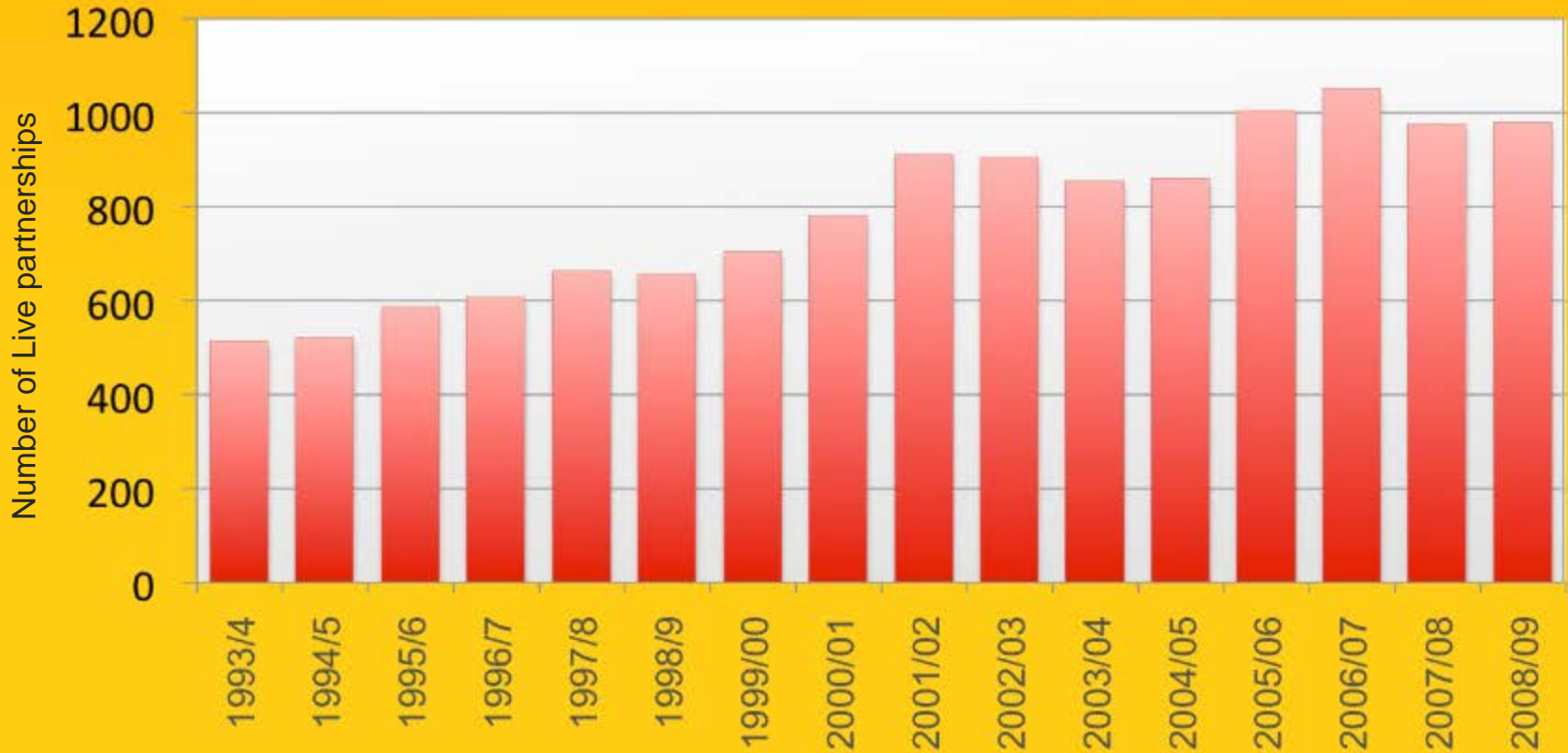
Knowledge
Transfer
Partnerships

**Knowledge Transfer
Partnerships** replaced TCS

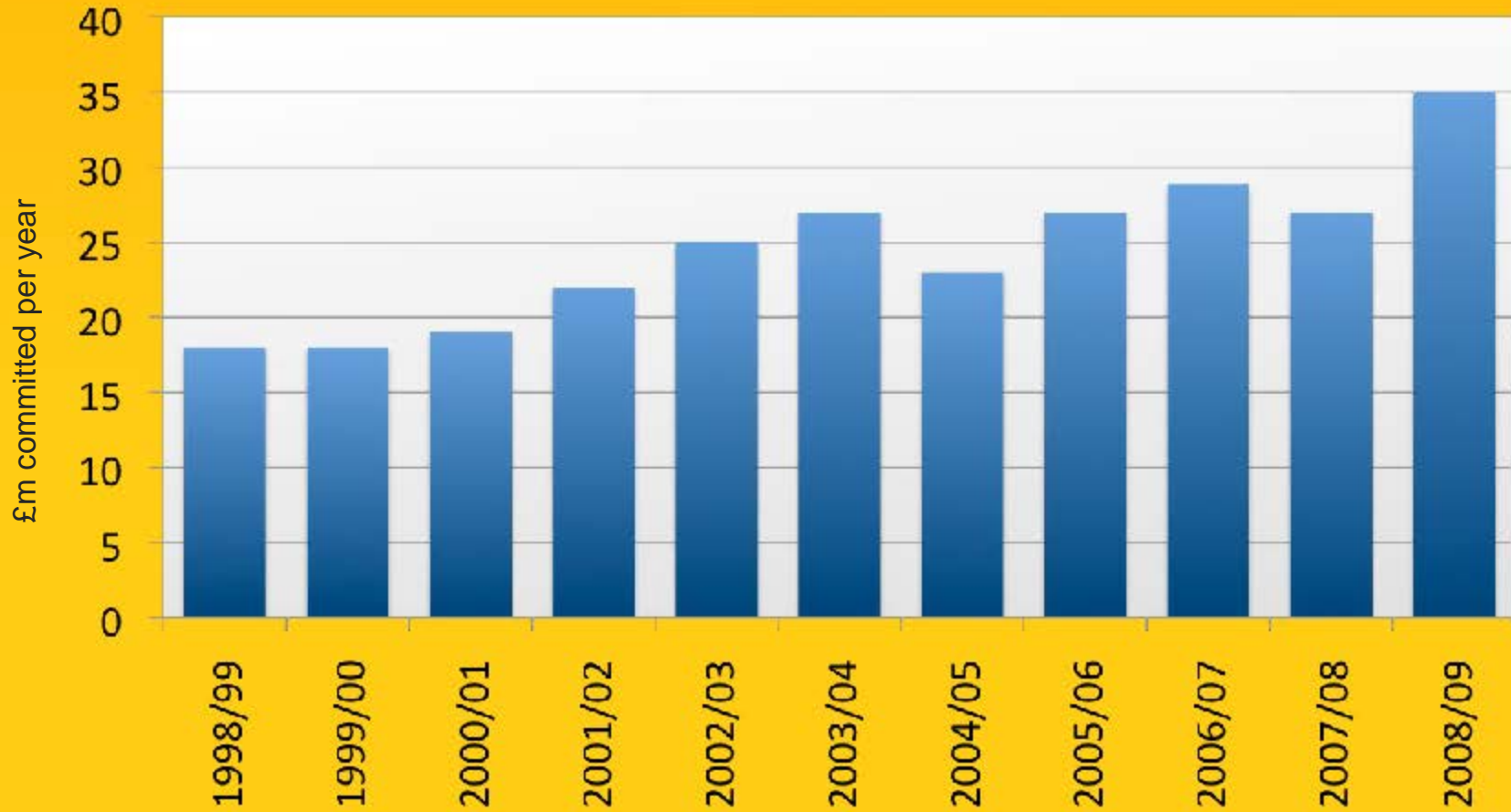
2007

Technology Strategy Board
Driving Innovation

Transferred from the
Department of Trade and
Industry (DTI) to the
Technology Strategy Board



£m committed per year








- Stable companies of all sizes from all industrial sectors
 - particularly SMEs (less than 250 staff)
- Local authorities and education institutions (councils and schools)
- Health organisations (hospitals and NHS Trusts)
- Charities and not-for-profit organisations



Recently Qualified with:

- First degree ~ 76% hold 1st or 2(i)
- Higher degree ~ 56%
- Average age 29 years
- All disciplines
- Many nationalities (at UoG: Brazil, Mexico, Pakistan, India, Malaysia, Jordan, Cameroons, Nigeria, Lithuania, Albania, UK)



Project length 6 months-3 years

Associates recruited by the University and business partner

Employed by the University

Project located at business premises
(with company supervisor/line manager)

University supervisor spends ~ half day per week at
company premises (0.1 on Workload Allocation/BOD)



Clear bottom-line benefit for the business partner

Business partner must be financially sound (past two years accounts will be studied)

Business partner must be 5 staff plus and more than £400K turnover p.a.

Intellectual challenge for Associate and University

Clear knowledge transfer

Annual budget: circa £72.5k

- associate salary budget: £27K
- training budget: £2K
- travel, subsistence, equipment: £4K.
- university project supervision: £11.5K
- university overheads: £28K

Business partner (SMEs) contributes 33% (circa £24K)

UK Government contributes 67% (circa £48.5K)

Total investment in KTP project can be written off as R&D spend
against corporation tax.

Up-front financial subsidy

compared with company recruitment

Strong project management

weekly/monthly/
4-monthly reviews

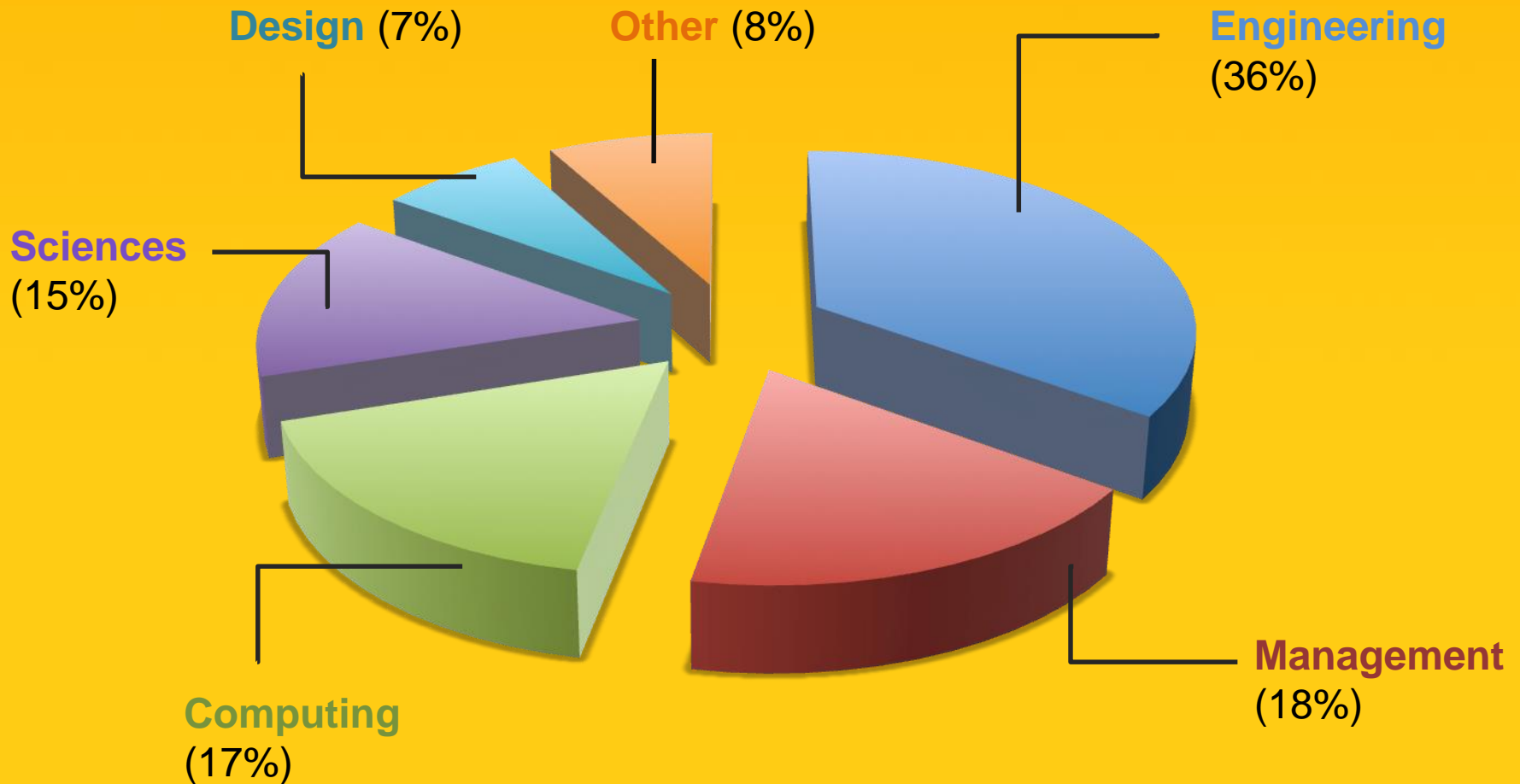
Transfer of
knowledge/
expertise

Profit enhancement
(£250K p. a.
average)

- Income
- Teaching materials - often case studies
- Applied research – commercial relevance
- Conference presentations & published papers
- Staff development – commercial awareness
- Higher degree registrations
- Student projects
- Strategic relationship with company or organisation



KTPs by Academic Department



Since 2003, UoG has undertaken 45 KTP projects

- 30 have been related to information systems or software development
- 10 were based on new sales and marketing developments
- 4 focused on new product development
- 1 delivered general efficiency improvements in a local authority

Over 20 academics have been involved as KTP project supervisors



Of the 45 projects:

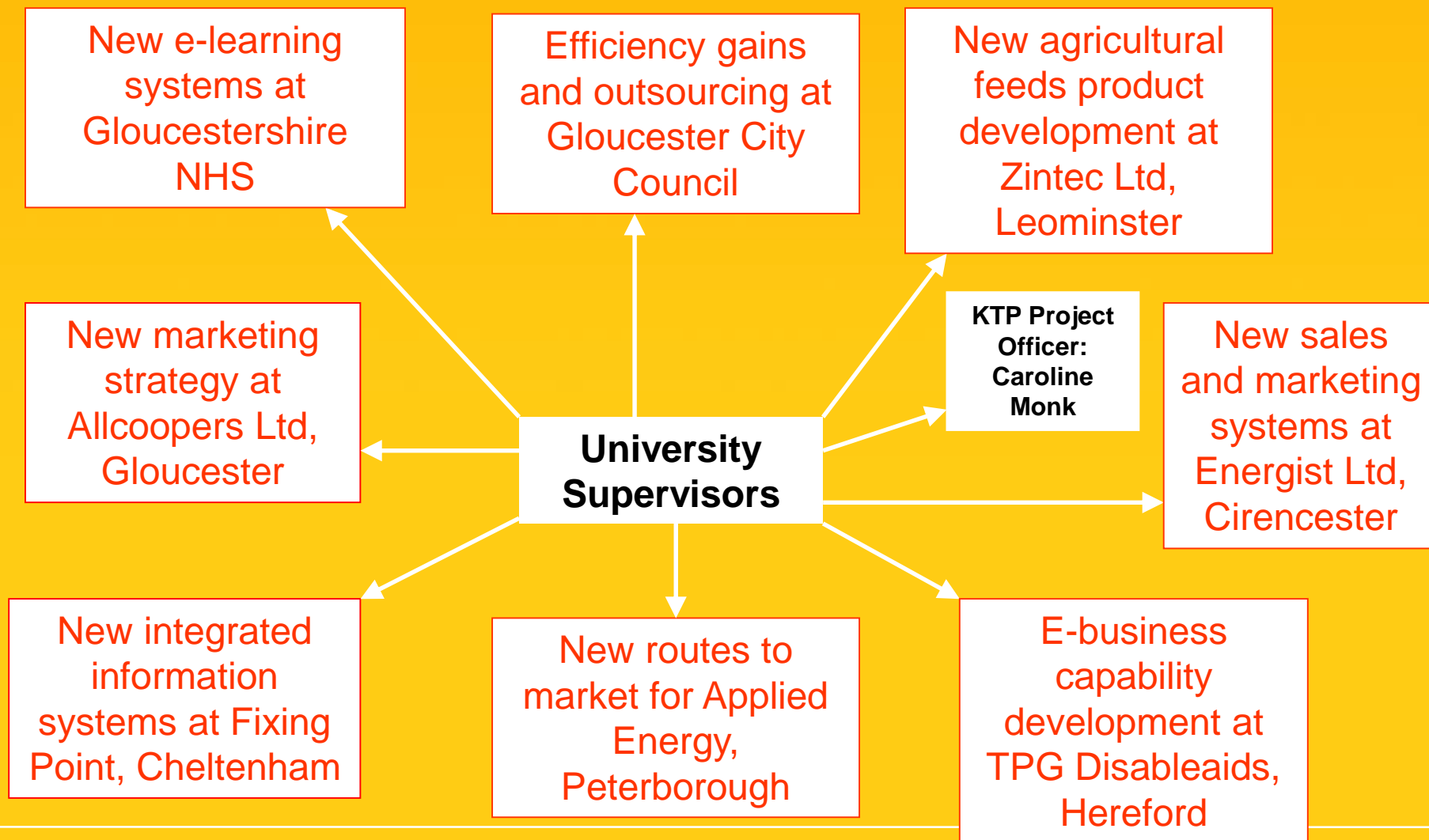
- 41 have been with SMEs and
- 4 with large organisations (2 public sector, 2 private sector)

SMEs have come from many industry sectors:

- software houses
- construction companies
- office supplies company
- assembly and distribution (for equipment for disabled)
- pharmaceuticals packaging
- contract packaging
- environmental services
- landscape architects
- project management services
- electronic funds collection
- agricultural feeds manufacture
- roof component manufacture

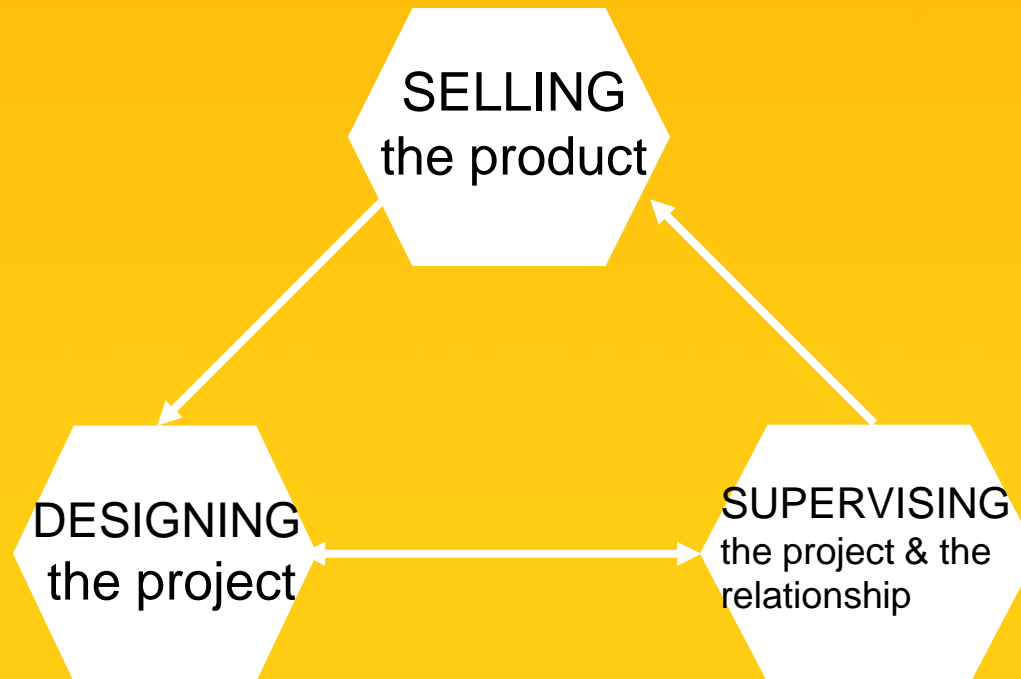


KTP project examples at UoG



KTP – What do we need to do to be successful? -

Three distinct skill sets



Selling the product – HOW?

COLD CALL – 11%

**TPG DisableAids, Allpay,
Zintec, AgriLloyd1, Muddy Boots**

**PERSONAL/INDUSTRY CONTACT
– 15%**

**Brecon Pharms, Union Square,
BBI, QEB, Applied Energy, AuraQ,
Westley1**

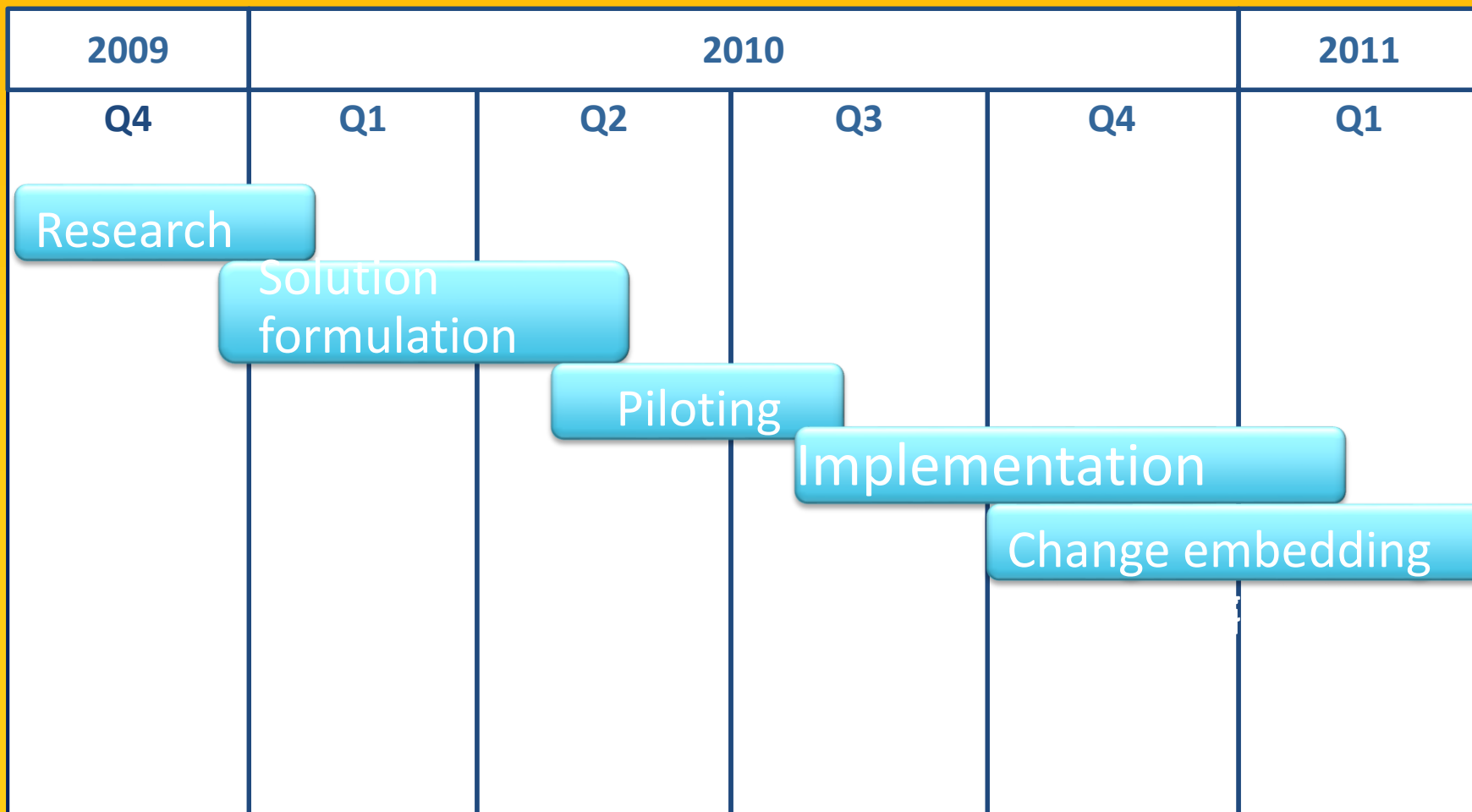
**EVENTS, MARKETING,
CONFERENCES – 40%**

**Pegasus, Fixing Point, Beaumont, IAS, Illman-Young,
SKF, Optimum, Matchriver, Glos CC, Contrapac,
Building Solutions, C&G Services, Energist1, Allcoopers,
AGD, Triangle, Randall & Payne, Dowty**

FOLLOW- ON PROJECTS – 24%

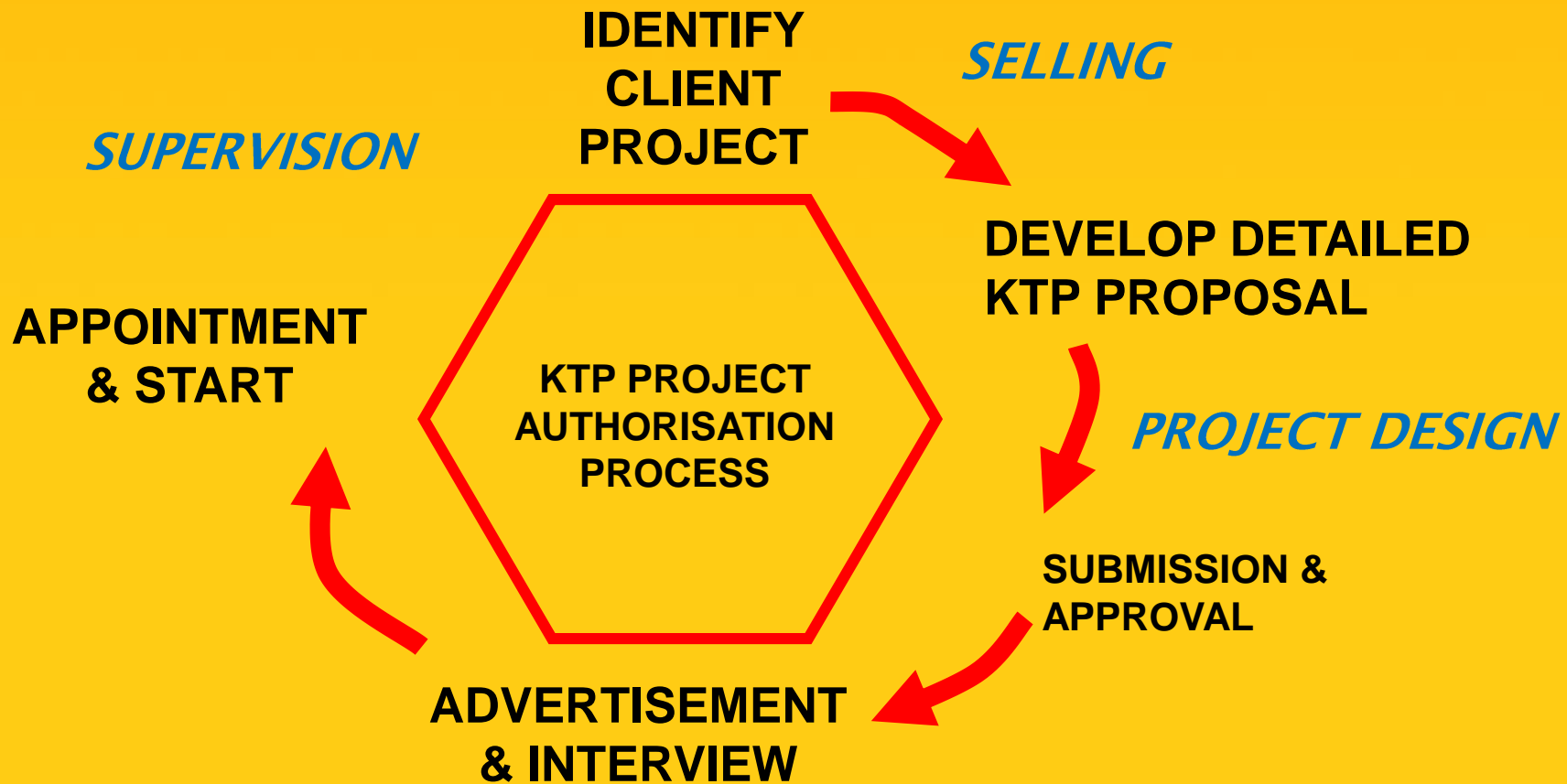
**Brecon Pharms2, TPG 2&3,
Agri-Lloyd 2&3, Optimum2,
Energist2, Building Solns2, CSDM2&3**

Project design – common structure



KTP PROJECT LEADTIME

Usual lead time for project identification to appointment: > 4 months



Thank you - any questions?

Martin Wynn