The Enterprising University

Demand led solutions for Business

Marc Fleetham
Director, Business Solutions
Topics

• Background - The landscape
• The Entrepreneurial University
• Business Solution Centre - Demand led model of collaboration
• Triple Helix - active model of collaboration
• Innovation summary
WM Map
Edwin Butler Bayliss

Wednesbury by night - circa 1850
“Just as castles provided the source of strength for medieval towns, and factories provided prosperity in the Industrial age, universities are the source of strength in the knowledge-based economy of the 21st Century”

Lord Dearing speech at Newcastle University September 2002
The Entrepreneurial University

• Provide opportunities, practices, culture and environments that are conducive to the activity of entrepreneurship. Undertakes an orientation towards the concept of the entrepreneur

• Is not a University with courses aimed at entrepreneurs
The Entrepreneurial University

• Competitiveness of a territory is dependant upon its environment one that supports risk-taking and innovation

• Culture, technology, absorptive capacity and mind-set must be viewed holistically if we wish to generate integrated models
The Triple Helix model

• Connects a reciprocal relationship between public, private and academic entities that can be formalised and specified at different moments of the knowledge capitalisation process

Etzkowitz & Leydesdoff 1997
The Partnership

City of Wolverhampton College

University of Wolverhampton (lead)

Black Country Chamber of Commerce

Wolverhampton Business Solutions Centre

Wolverhampton City Council
Wolverhampton Business Solutions Centre

Home
Facilities
Events
Case Studies
News
Contact Us

Home

Wolverhampton Business Solutions Centre

Science Park

UNIVERSITY OF WOLVERHAMPTON
Business Solutions Centres

- Single point of contact for Businesses
- Assist Businesses to access relevant support
- Integrated - developing solutions
- Meeting and seminar facilities for local business
- University Wolverhampton Science Park/Telford Innovation Campus locations
Business Solutions Offer

- **Pre and New Start Business**
  - Full package of support and advice
- **Business and Strategic Planning**
  - Creating a vision and direction
- **New Product Development and Innovation**
  - Design and Market testing
  - Caparo Innovation Centre
- **New Market Development and Exporting**
  - Links to UKTI
  - Identifying target market and avoiding the pitfalls
Case study - Advantage Karnataka

• Vision: 10yr programme to make Karnataka “The gateway to Global Aerospace”

• Bottom up/top down approach
• $10 billion investment that needs to be attracted to the region.

• Knowledge Exchange is a key driver in this investment.
Active Knowledge exchange

- India- High value manufacturing supply chain development
- Management of multi providers in the development of aerospace clusters for supply chain development
• East Africa; Maasai Treads recycled tyre black denim castaway flip-flops.
• 5% of profits are donated to the Born Free Foundation
In summary

• Developing the capacity to transform knowledge into value
• Systems approach to innovation
• Develop cluster groups
• Build and embed capability
• Provoke entrepreneurs
Knowledge Exchange