

# The Enterprising University

## Demand led solutions for Business

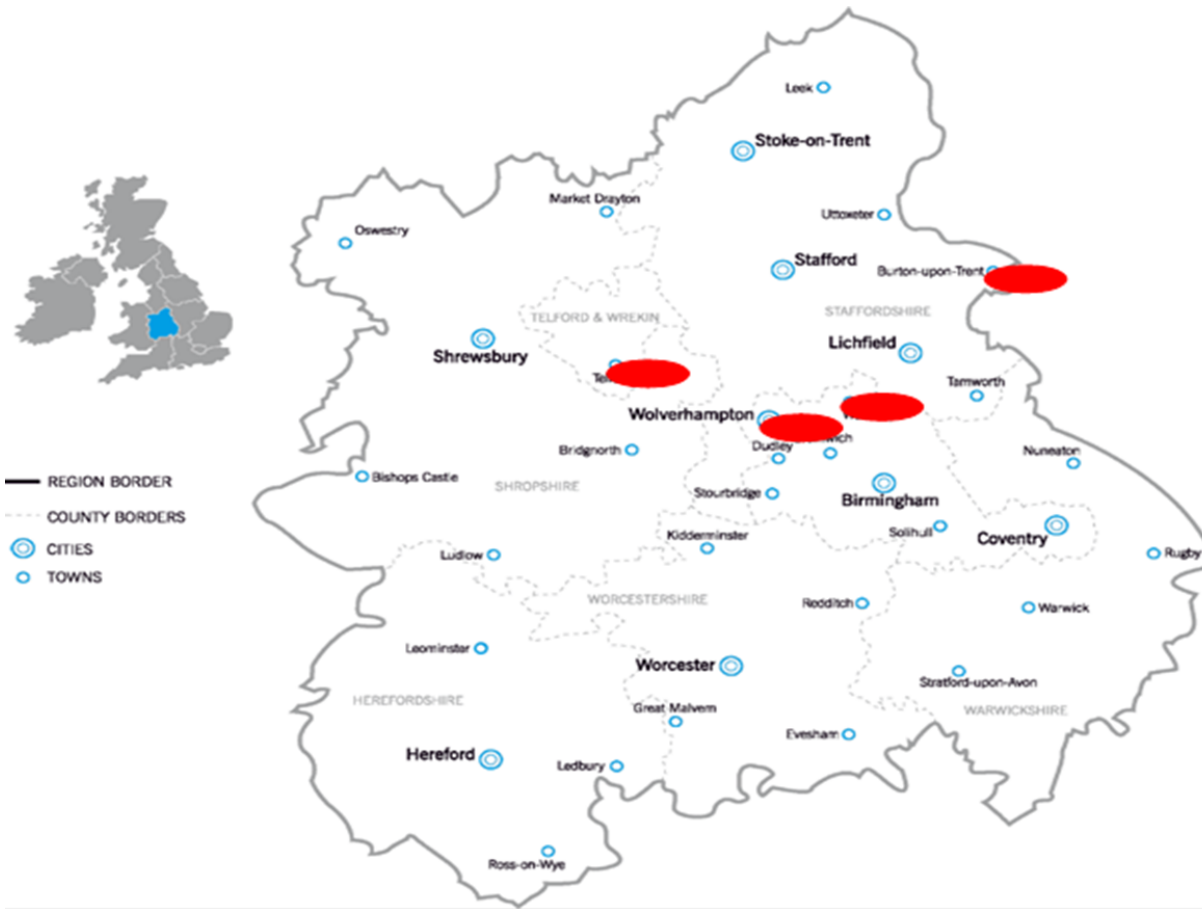
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# Topics

- 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 21<sup>st</sup> 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

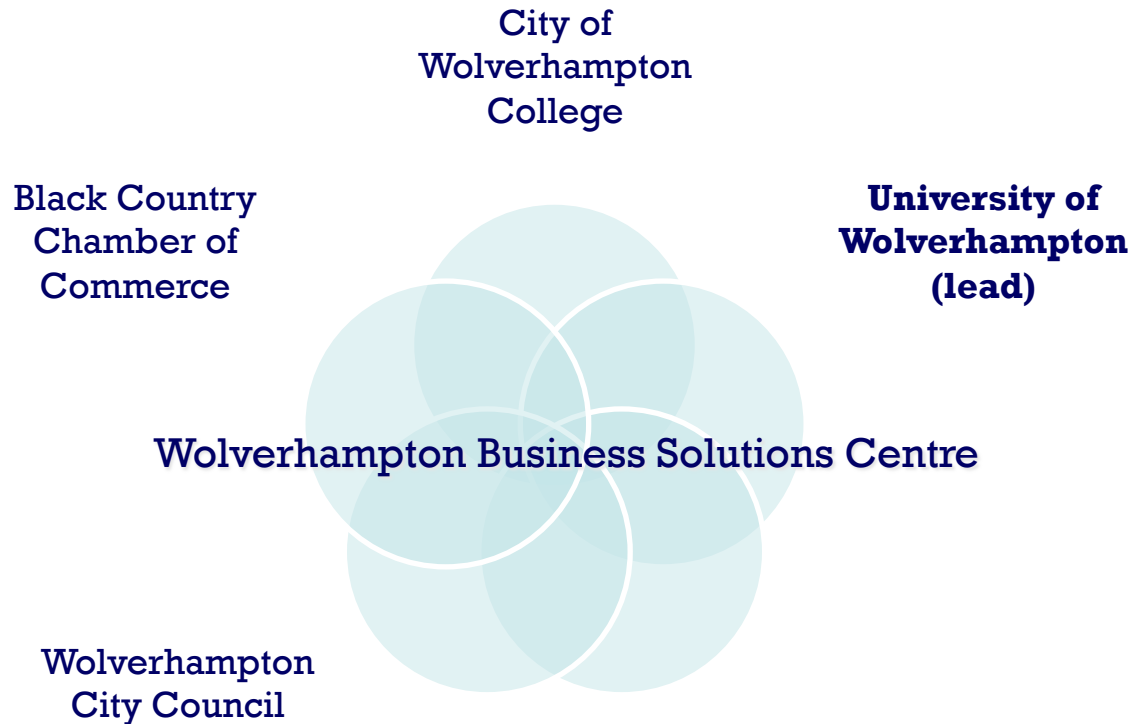


# The Triple Helix model

- 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





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# Wolverhampton Business Solutions Centre



## **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



UNIVERSITY OF  
**WOLVERHAMPTON**  
KNOWLEDGE • INNOVATION • ENTERPRISE

# THE LEADERSHIP & MANAGEMENT AWARDS 2013 WINNER

Knowledge Exchange/  
Transfer Initiative  
of the Year



# 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

