



**STAFFORDSHIRE**  
**UNIVERSITY** 

# DEMAP

## Developing Enterprise Markets and Products

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Market failures

Consultancy under-delivers

Lack of internal capacity



Reduced student income

Threat of continued poor growth

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**Baseline**

*Supporting entrepreneurial behaviour and enterprise in teaching and learning through integration with real-world enterprise.*



*Project Bazaar (and student project bazaar)* are forums for seeding collaboration between peers. People present their ideas - interested parties form a project team.



*Enterprise Labs* is a collection of real or virtual companies where students do real jobs as part of the delivery team. The companies may grow and fade year on year. They may deliver real services for the University.



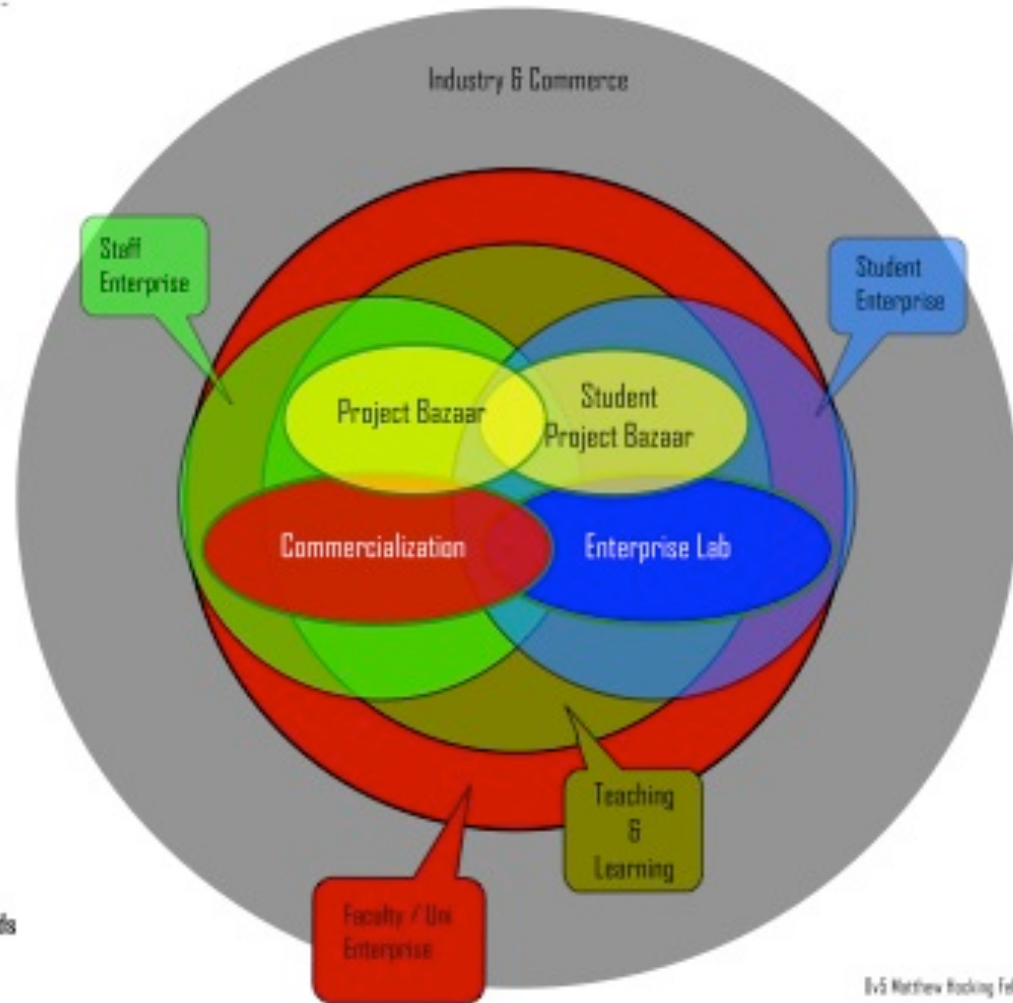
*Faculty / Uni Enterprise*: Packaging experiences from enterprise to feed back into teaching. Enabling the real and virtual companies. Shepherding and guiding commercialization.

The overlapping areas are where different threads of learning, teaching, enterprise and entrepreneurial behaviour add value:

- Students & staff working for real spin-outs
- Students & staff working for virtual spin-outs
- Staff working with student spin-outs
- Students working with staff spin-outs

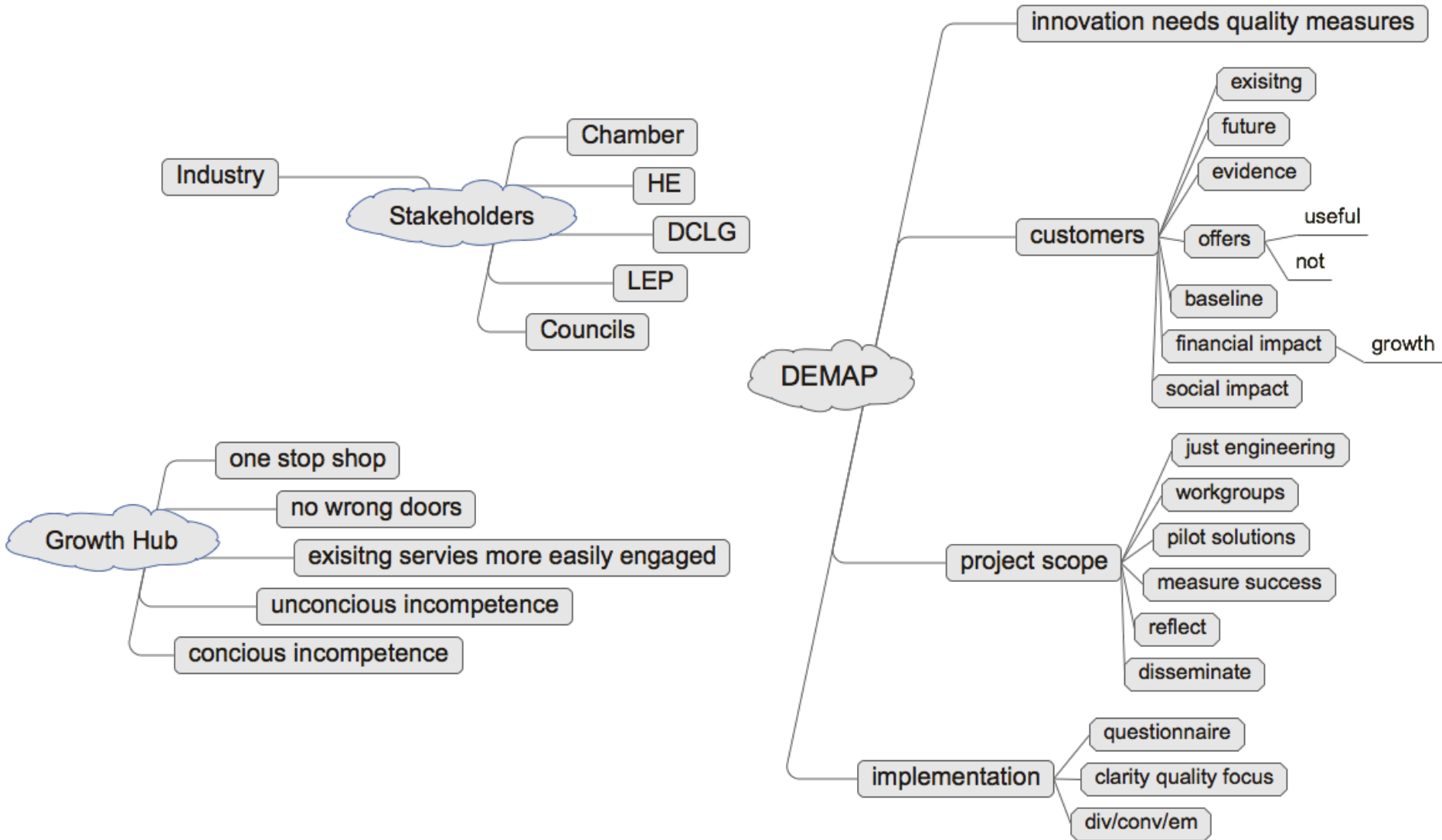
Staff & Students producing project work for external partners

All this mixed **enterprise** is reflected by and feeds back into **entrepreneurial and enterprise teaching**.

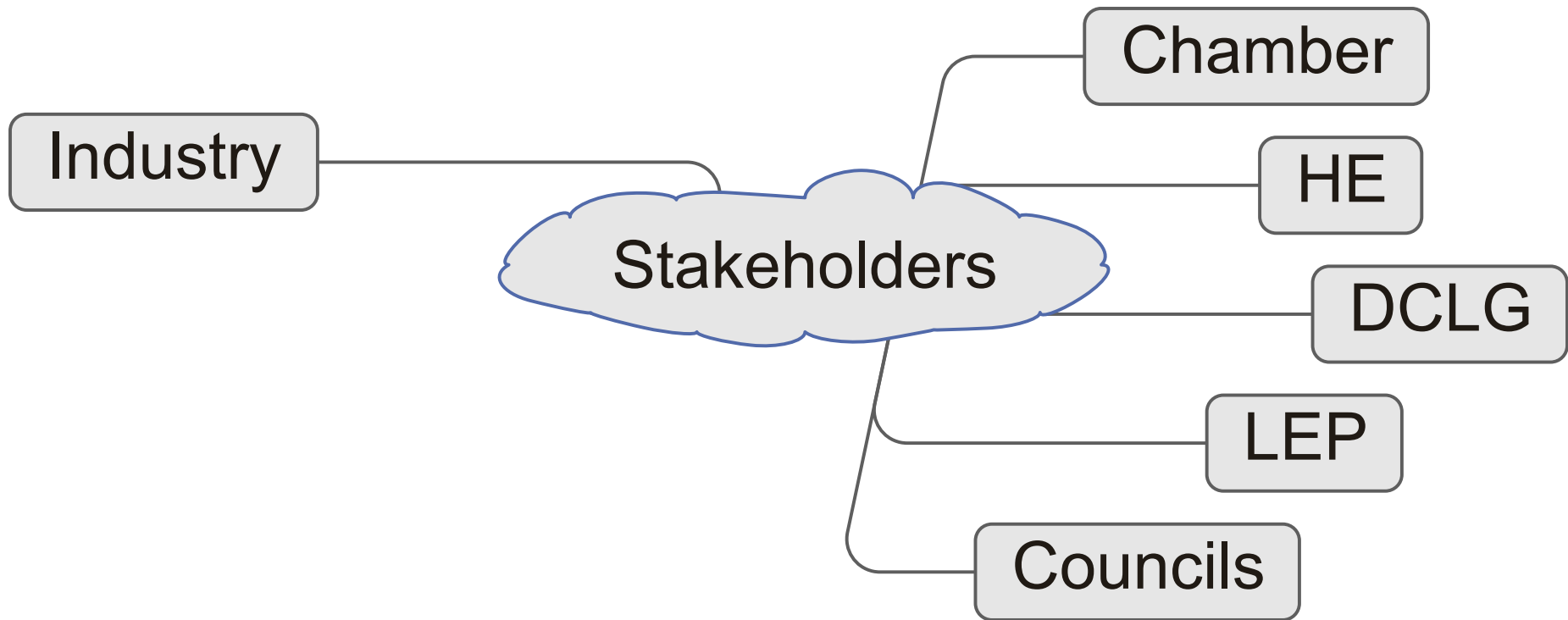


IVS Matthew Poole Feb 2012

# Opportunity

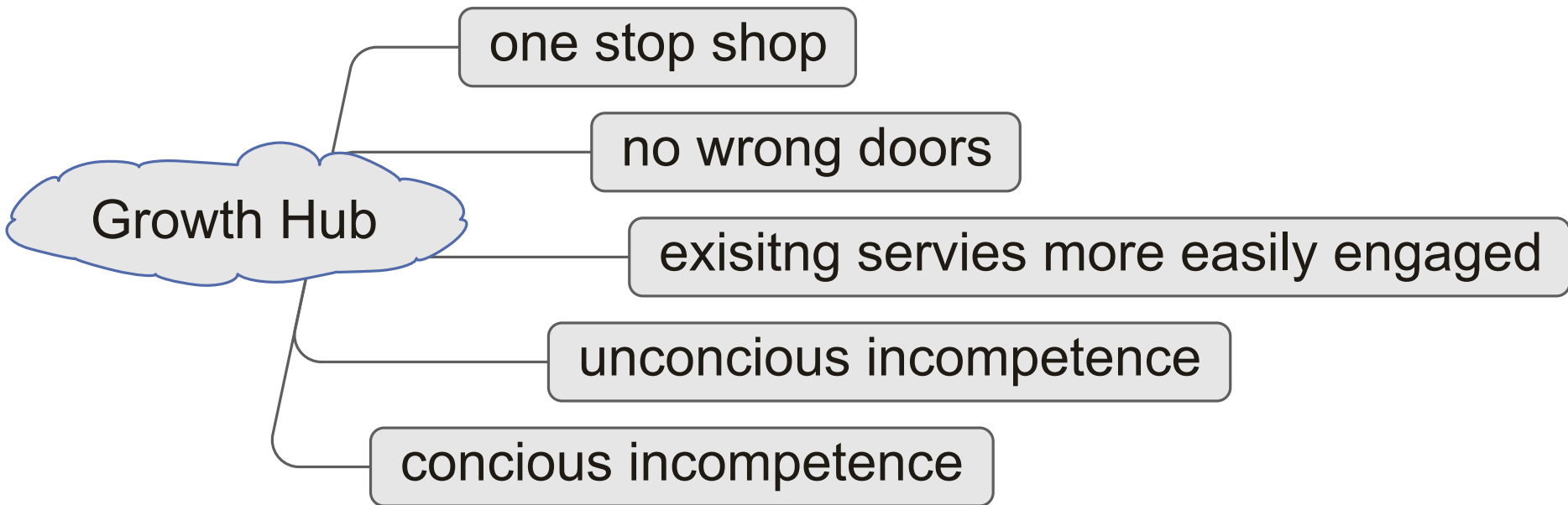


# Environment



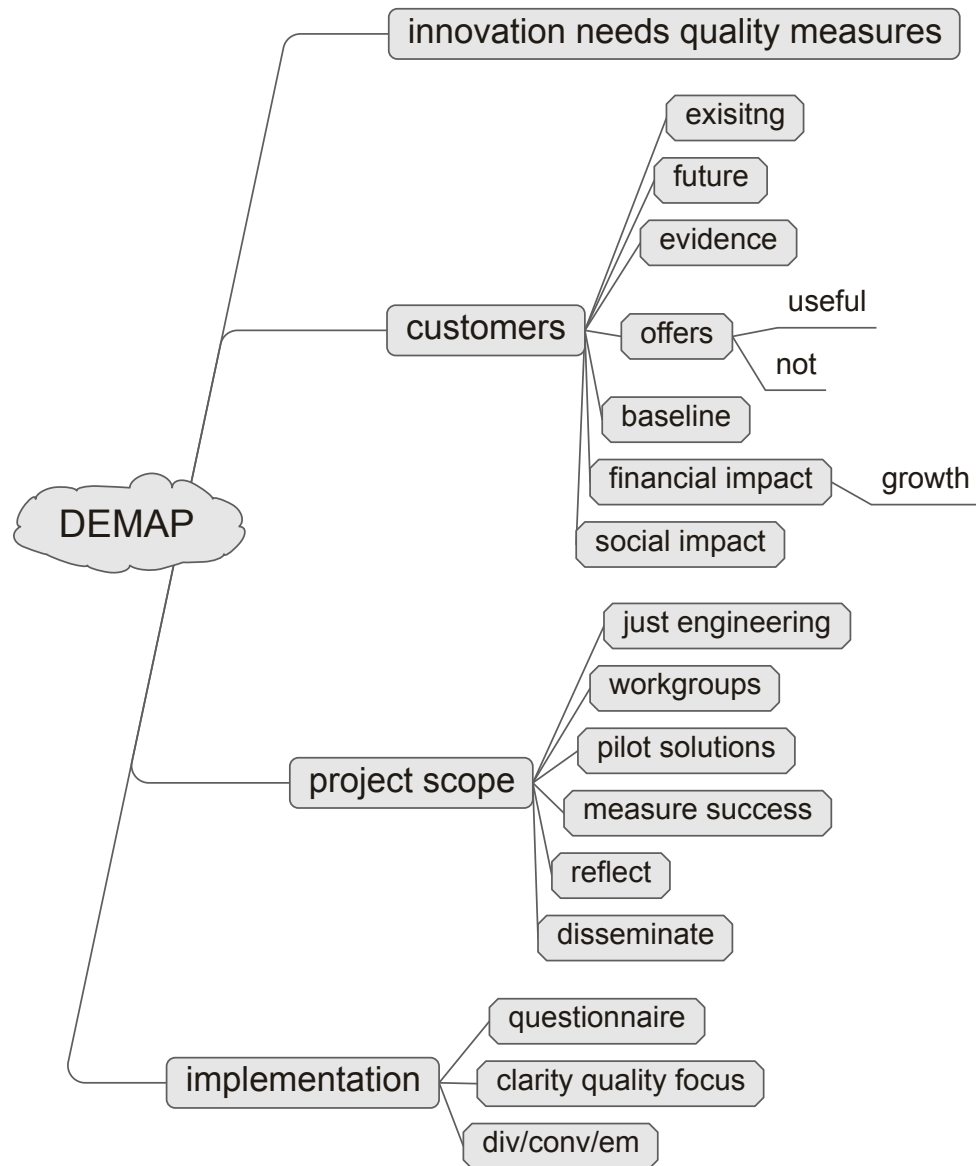
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**Market**



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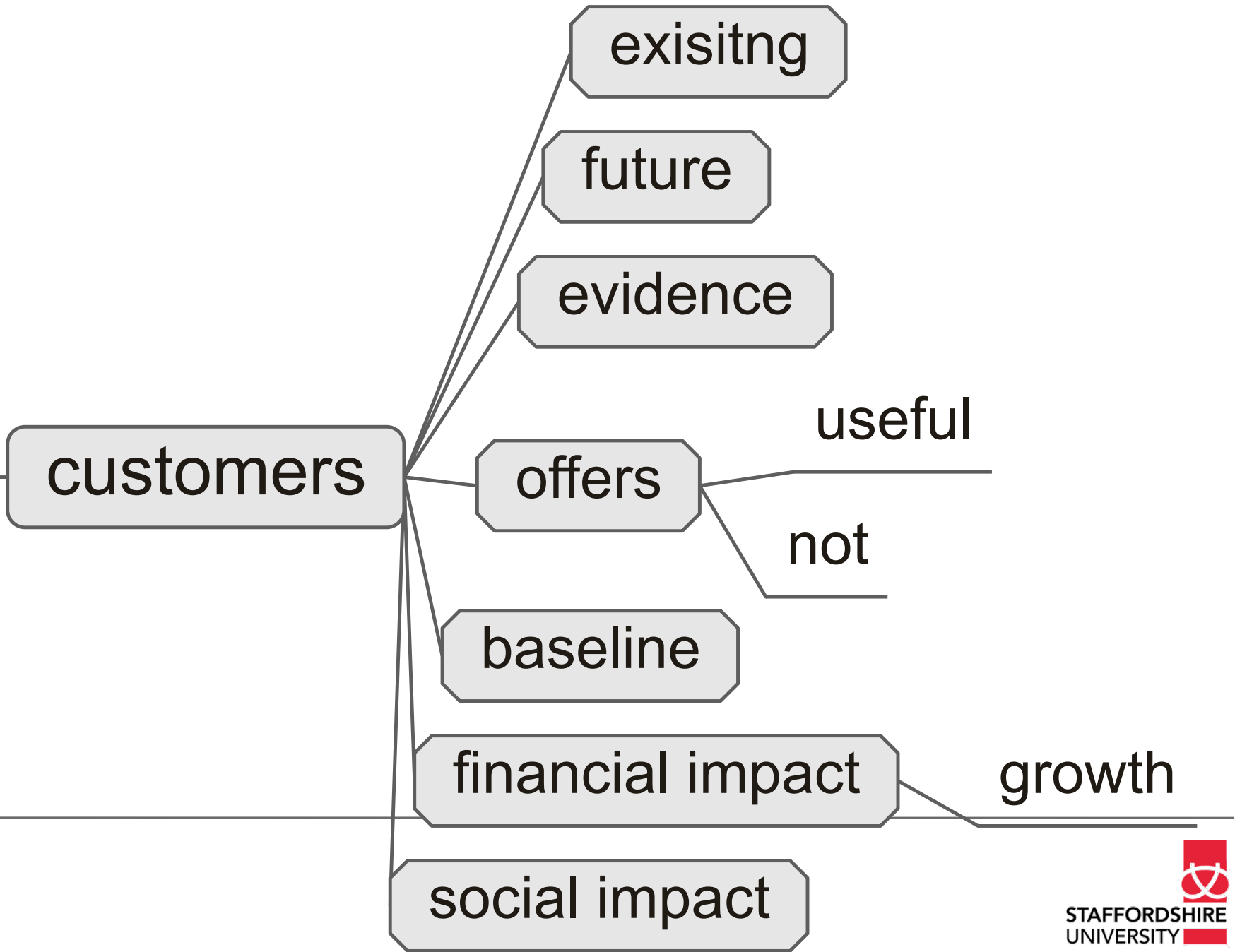
# Competition

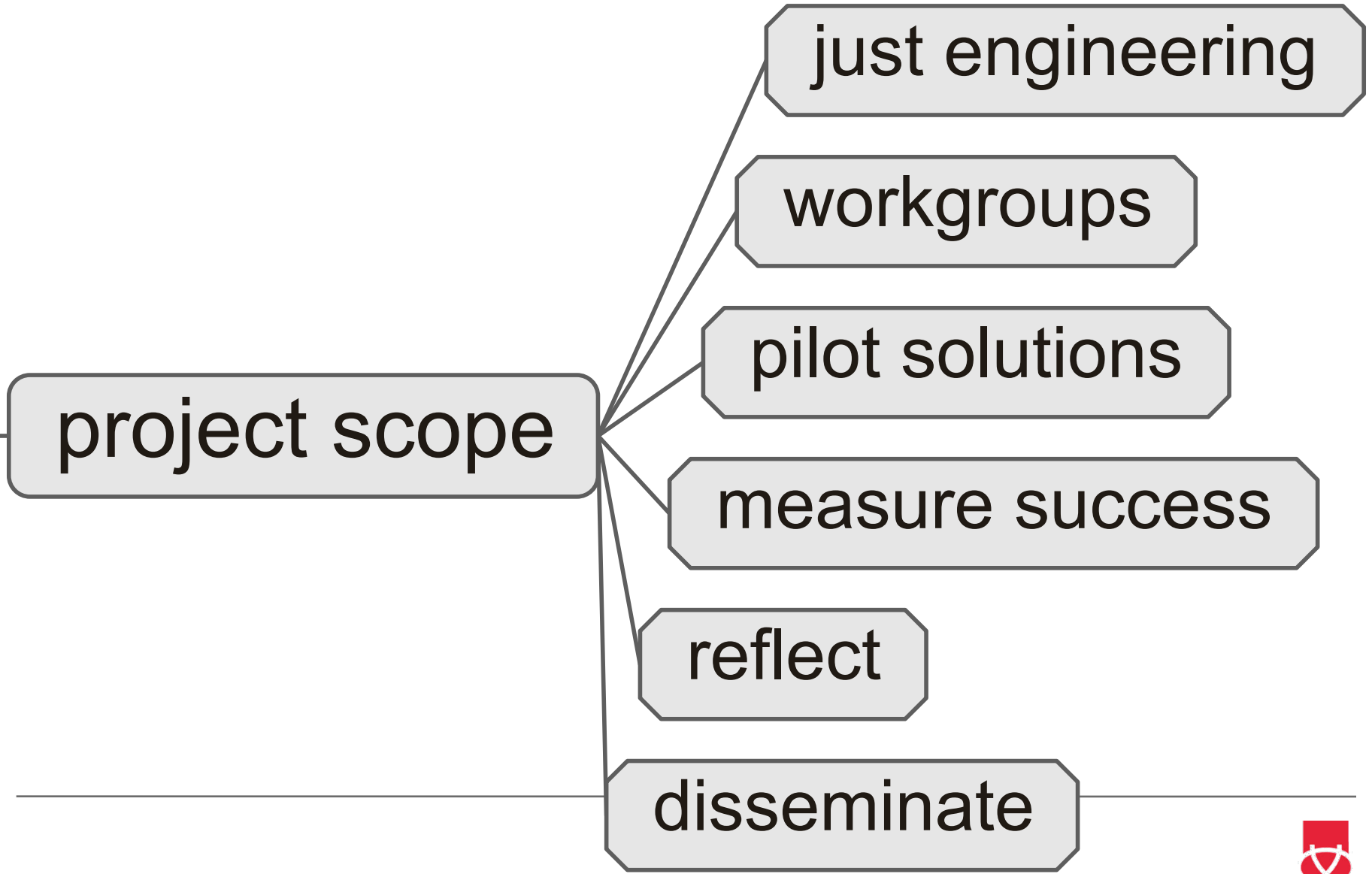


# Product co-design



innovation needs quality measures





implementation

questionnaire

clarity quality focus

div/conv/em

**Welcome!**

**Thank you for your time to fill in our 90 second survey about the technical support provided by the School of Engineering at Staffordshire University.**

*Please note that the survey is anonymous and your individual answers will remain confidential. The collated results will be statistically analysed and published in the Focus Magazine where they will be available to members of the Staffordshire Chamber.*



# Questionnaire

**Please enter the postcode of the main site or location of your business:**

**Are you aware of the engineering testing research and development services available from the School of Engineering?**

- Yes, aware and have used the services
- Yes, aware but have not used the services
- Not aware



**What would be your first port of call for information about services offered by the School of Engineering?**

	Website	Telephone
Staffordshire University:	<input type="checkbox"/>	<input type="checkbox"/>
The Staffordshire Chambers:	<input type="checkbox"/>	<input type="checkbox"/>
City or County Council / Growth Hub:	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>

**What support would your business use if they were offered by the School of Engineering?  
(Please tick all that apply)**

- Access to grants and funding
- Blue skies research
- Membership based advice line (offering engineering and technical advice)
- Don't know
- Product or component testing / validation
- Other (please specify)



**Lastly, would you be interested in becoming a member of our Engineering Industrial Liaison Panel?**

**Members of this panel are engineering businesses who provide critical feedback on the content of undergraduate engineering courses, helping to ensure that graduating students are qualified with the relevant skills required to boost the UK engineering sector.**

- Yes
- No

**If Yes, please enter your contact details so we can get in touch with more information:**

Name

Telephone number

Email





- Collate results
- Disseminate
  - Staffordshire Chamber magazine
  - Press
- Design products
- Marketing
- Impact KPIs
- Fail Early / Fail Cheap

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# Pilot, Measure, Reflect

Let you know next year!

Thank you

Questions?

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**Results**

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