

# **Innovation support institutions: good practices in managing business incubators and science parks**

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# The science park model - three zones

- Pre-incubation and business incubation and grow on space

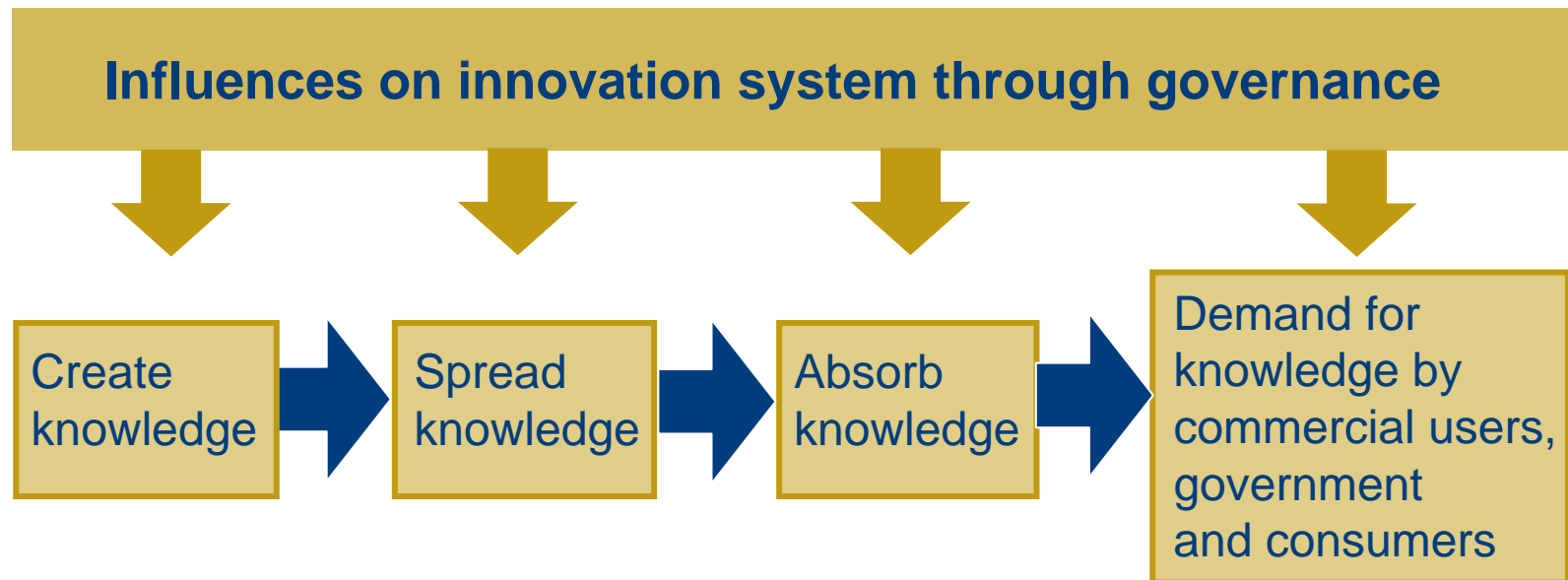
- Medium sized research facilities

- Large research centres and HQ



# Evolution of science and technology parks

- Support for business development
- Changes to host organisation
- Management of tech transfer
- More funding intervention for Parks
- Economic development
- Leadership for innovation systems

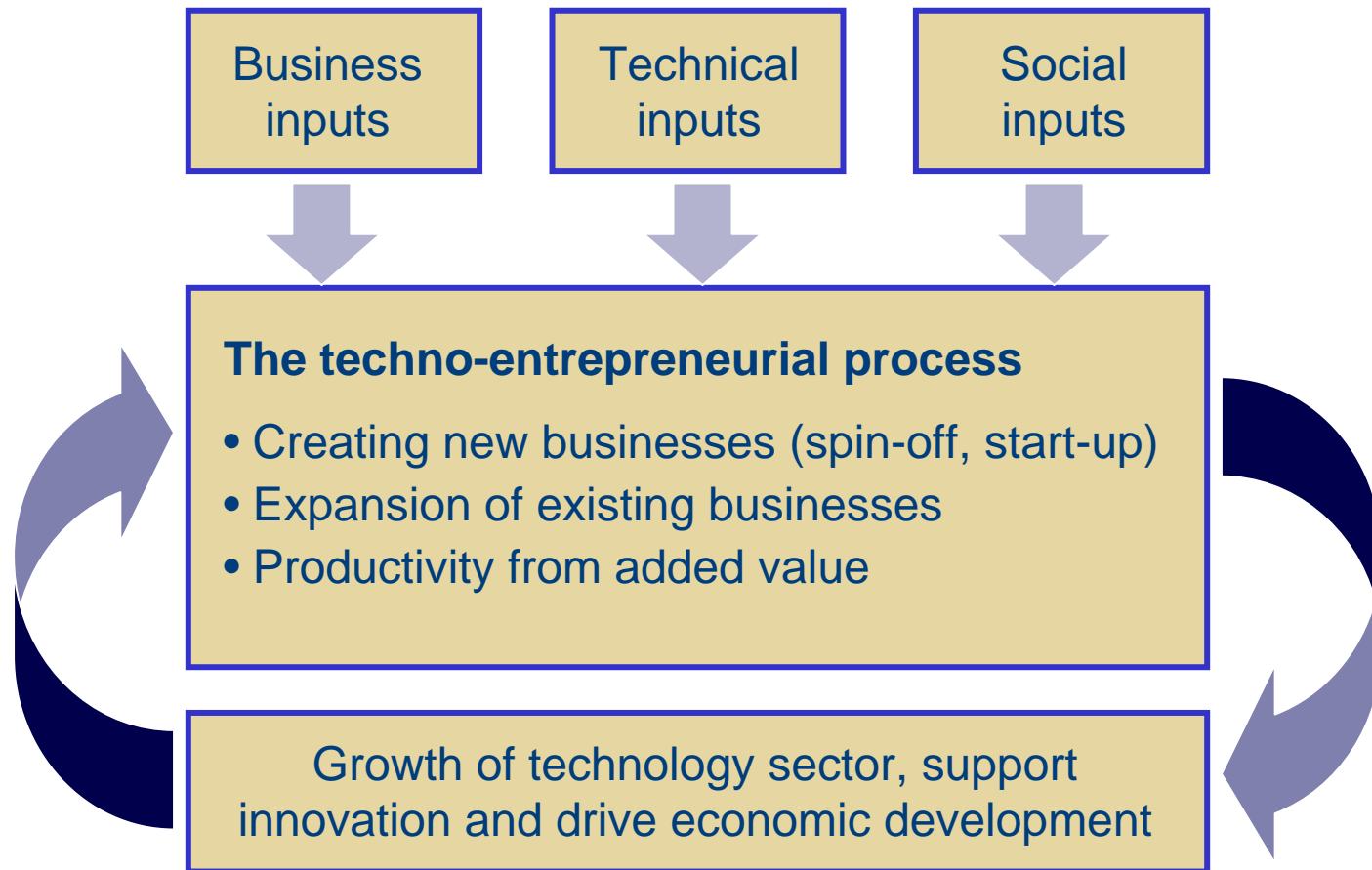




## Science parks, innovation

- **Broader approach to innovation**
  - New products
  - Technological breakthrough
  - Services
  - Business models
  - New business processes
  - Import substitution
  - Localisation of technology
- **Open innovation**

# The operational environment for science parks



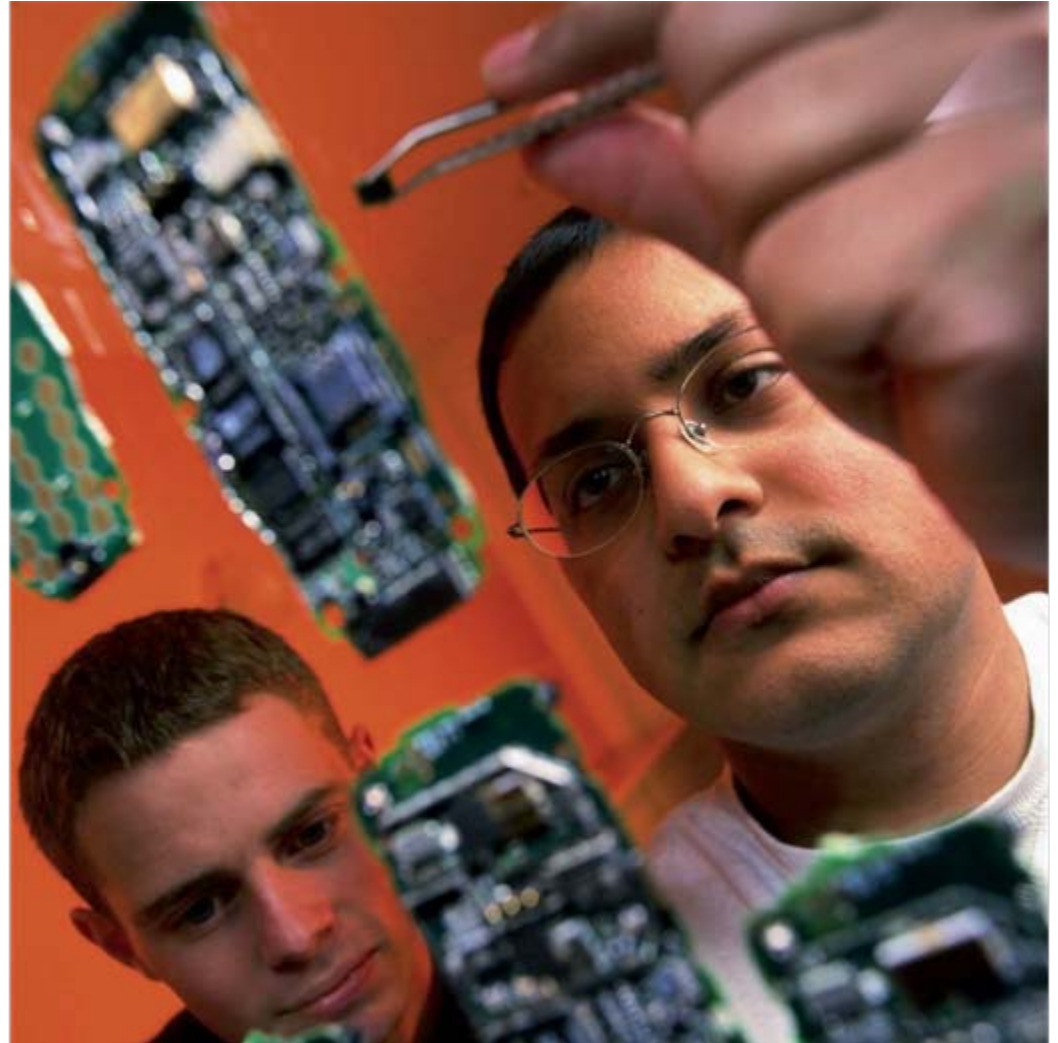
# High growth companies

- Education and experience
- Hold IP
- Need finance
- Build relationships

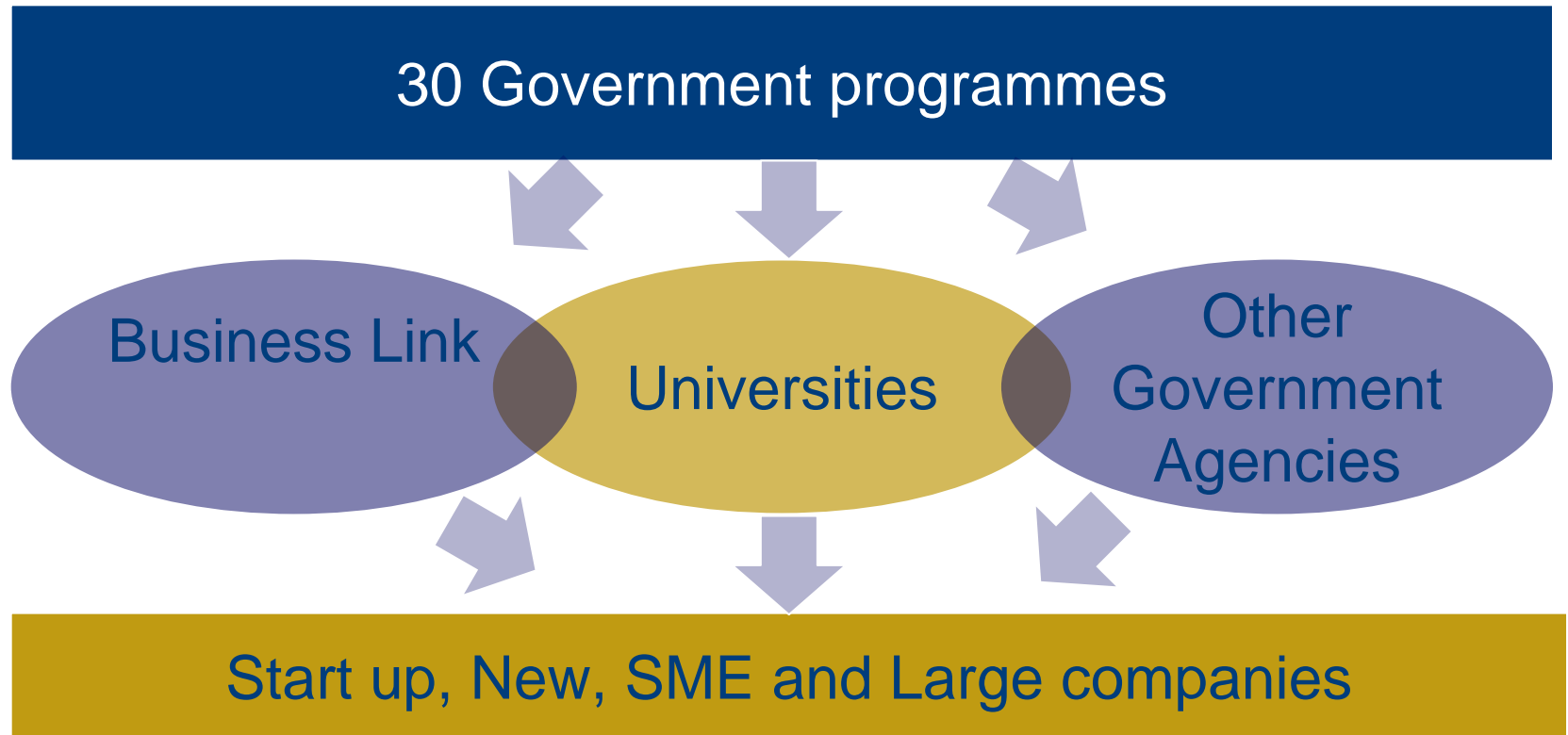


# Supporting business development

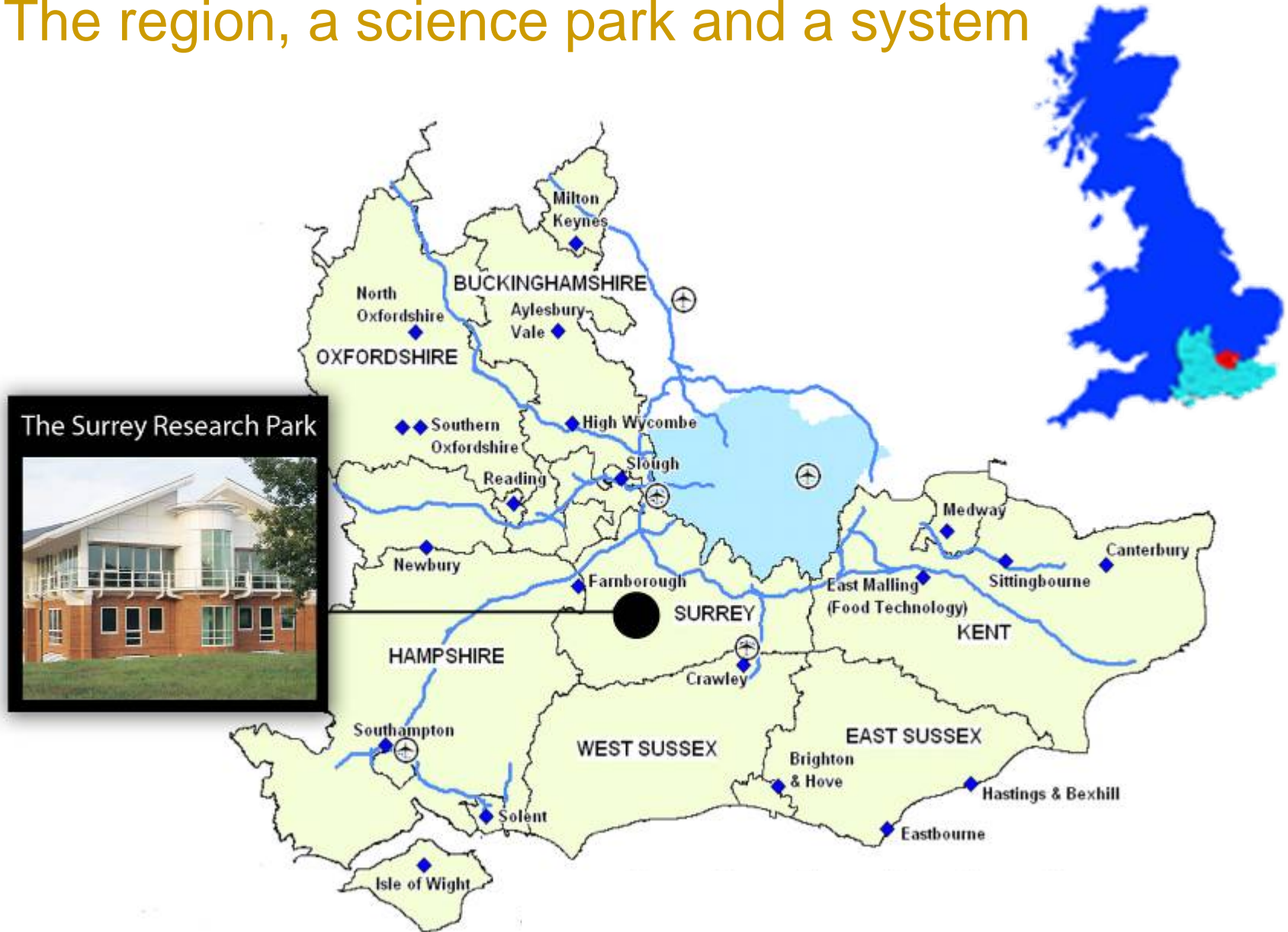
- High growth start-ups and scalable micros
- Step changes from small to medium
- Step change medium to large
- Building large knowledge generators



# Solutions for business – funded by government



# The region, a science park and a system



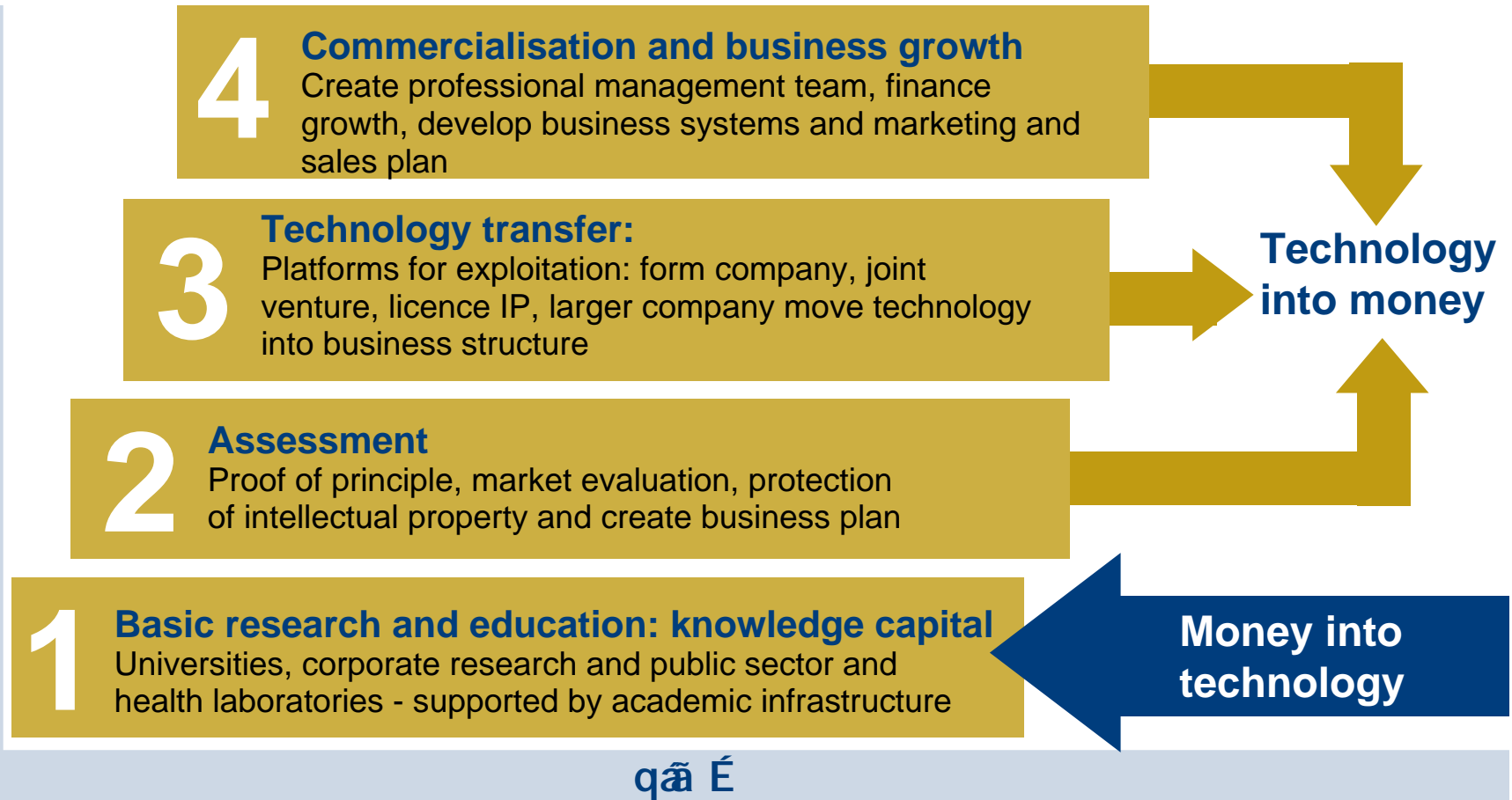
# Pre start up and scaleable micro companies

- Finance for business
- Starting a high growth business
  - Mentor allocated
  - Develop route map
  - Practical and specialist help:
    - IP
    - Marketing
    - Fund raising
    - Management team
  - Access to markets and major customers
  - Business education programmes



# Commercialising science and technology

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# Commercialising science and technology

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## 1 Basic research and education: knowledge capital

Universities, corporate research and public sector and health laboratories - supported by academic infrastructure

## 2 Assessment

Proof of principle, market evaluation, protection of intellectual property and create business plan

## 3 Technology transfer:

Platforms for exploitation include: formation of company, venture, licence out intellectual property, or in case of a company move technology into its business structure

## 4 Commercialisation and business

Create professional management team, finance business systems and marketing and sales plan

- What problem?
- What solution?
- Why this technology?
- Who is the customer?
- Reaching the customer
- The value proposition
- Market and price?
- Can you make money from it?
- What is your unfair advantage?

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# Commercialising science and technology

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## 3 Technology transfer:

Platforms for exploitation include: formation of company, joint venture, licence out intellectual property, or in case of larger company move technology into its business structure

## 4 Commercialisation and business growth

Create professional management team, finance growth, develop business systems and marketing and sales plan

- Company formation
- Licensing IP
- Joint venture
- Move technology into business structure

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# Commercialising science and technology

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## Commercialisation and business growth

Create professional management team, finance growth, develop business systems and marketing and sales plan

3

## Technology transfer:

Platforms for exploitation include: formation of company, joint venture, licence out intellectual property, or in case of larger company move technology into its business structure

2

## Assessment

Proof of principle, market evaluation, protection of intellectual property and create business plan

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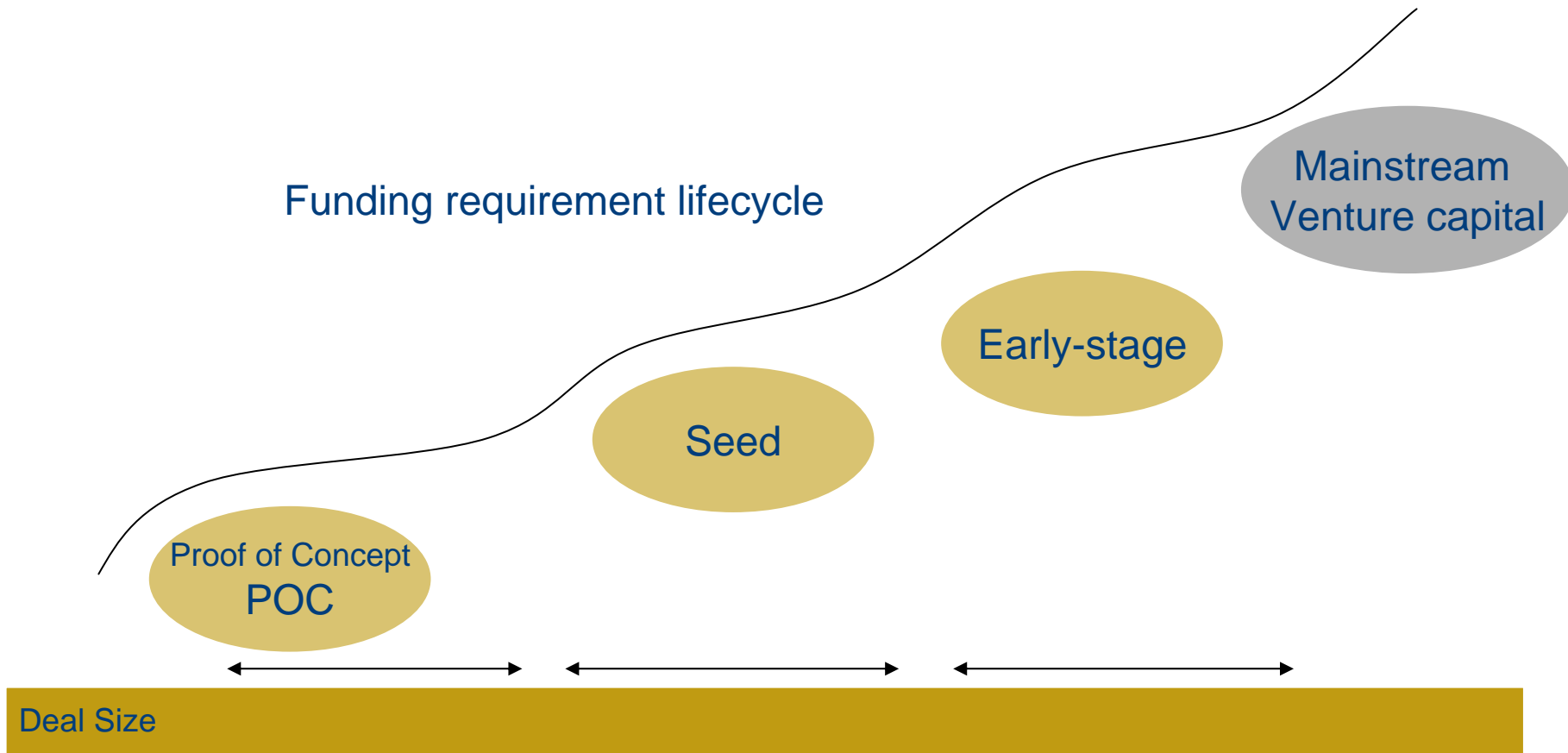
## Basic research and education: knowledge capital

Universities, corporate research and public sector and health laboratories - supported by academic infrastructure

- Entrepreneurial flare
- Experienced management
- Business systems
- Financial backing
- Quality of business plan

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# The continuum of finance from concept to growth



# Government support – new companies

- Access to finance
- Grants for R&D
- Designing Demand
- Networking for Innovation
- Business Collaboration Networks
- Manufacturing Advisory Service



# Government support for small and medium enterprises

- Knowledge transfer partnerships
- Innovation vouchers
- Innovation advice and guidance
- Grants for R&D
- Coaching for high growth



# Step change small to medium

## High growth business coaching:

- Leadership
- Professional managers
- Company and share structures
- Raising external funding
- Business models
- Internal processes
- Collaboration partners
- Access to major markets and specific global customers



# Step-change: medium to large

- £10m + turnover significant employer
- 10 years trading history
- Experienced management team
- Strong commercialisation capabilities
- Mature core products, trading overseas, good market reputation, trusted
- A wider impact through supply chains
- Potential to be a £50m+ company
- Need to improve innovation performance
- Link to innovative companies
- Link to research base



# Large firms

- £100m + turnover
- Important to the region
- Operate in competitive global markets
- Highly innovative
- Can be constrained by culture
- Allocate resources for open innovation
- Difficult to identify and work with the right SMEs
- High potential to impact positively on other businesses in the region



# People – the entrepreneur, competence and capital

## Competence

- Leadership
- Industry experience
- Track record
- Marketing and sales experience
- Organisational ability
- Product and market understanding

## Capital

- Business model
- Exit strategy



# Science Parks – supporting regional growth

- 25 years of development
- Leadership and investment
- Focal point for innovation systems
- Government support refined
- Regional delivery for step change
- Innovation and growth teams



Thank you!

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