

ADVICE AND

STRATEGY



Whilst the core of our business is assisting clients with commercialising early stage technology we are also uniquely placed to build on this international experience to support clients more strategically. In particular we have been working with a range of clients across the UK to help advise and build their approach and capacity to increase external income from knowledge transfer and commercialisation activities.



Client
Agri-Food and Biosciences Institute

Client Sector
Research Institute

Service
Business Development and Marketing Strategy

Expertise
Food and Agriculture



Over a six-month period IP Pragmatics worked to deliver a 3-year business development and marketing strategy for the Agri-Food and Biosciences Institute (AFBI) that also included a detailed implementation plan. AFBI is Northern Ireland's largest research institute and works across the full spectrum of the agri-food sector. The Institute is a leading



provider of scientific research and services to government, non-governmental and commercial organisations.

The specific objectives of the assignment included:

- Undertaking a challenge role in respect of a review of AFBI's current business and marketing strategies;
- Identifying AFBI's key commercially marketable products and services;
- Identifying and quantifying the market opportunities and associated value of the commercial opportunities for the products and services;
- Identifying implementation options, costings and constraints and developing an agreed resource delivery plan that ensures delivery of the sales and marketing opportunities;

- Supporting delivery and ensuring that appropriate skills are embedded within the organisation to enable review, planning and implementation of the sales and marketing strategy.

The report and its recommendations, which have now been implemented, were recognised by the Institute's board as fundamental to the future success and sustainability of AFBI.

3
year business development and marketing strategy



Visuals: Alamy, July 2019 by Zdenek Zdenek - Own work. Licensed under CC BY-SA 3.0 via Wikimedia Commons

Client
University of East London

Client Sector
University

Service
Commercialisation Strategy

Expertise
Biotechnology and Environmental Science



The University of East London (UEL) is primarily a teaching university. Research grants and contracts generate income

of only around £2 million annually. As part of the University's strategic plan it is aiming to significantly increase this research income over the next 3 to 5 years. Under this strategy the University also planned to review its approach to the exploitation of intellectual property and to work closely with key organisations to create, protect and exploit its intellectual and scientific discoveries. In particular the University will further strengthen its capacity to develop and exploit their work in bioscience, biotechnology, technology for sustainability and related areas.

IP Pragmatics is working with the University's Research Innovation and Enterprise office to help benchmark its existing IP policies and approaches

to external income generation from consultancy and other services. We have also been helping to develop new policies and support mechanisms that will bring the University more closely aligned with other more research intensive universities that are already successfully commercialising their intellectual property assets and expertise.



Client
James Hutton Institute

Client Sector
Research Institute

Service
Commercial Strategy and Market Research

Expertise
Food & Agriculture and Environmental Science



The James Hutton Institute brings together the Macaulay Land Use Research Institute and SCRI (Scottish Crop Research Institute) both of which have illustrious histories. The

new institute was created on 1 April 2011. The organisation combines existing strengths in crops, soils and land use and environmental research. It employs more than 600 scientists and support staff, making it one of the biggest research centres in the UK. The institute is one of the Scottish Government's main research providers in environmental, crop and food science and plays a major role in the Scottish knowledge economy.

IP Pragmatics has recently undertaken a successful project to identify market opportunities across the broad range of market sectors that the James Hutton Institute's science impacts and to map this with the Institute's areas of expertise and capabilities. This mapping of internal capabilities and external market opportunities was then used by

IP Pragmatics to identify and prioritise commercially attractive opportunities that the James Hutton Institute could pursue to attract new funding streams.

The outputs of the project have helped the Institute to identify where they are now in terms of their approach to and delivery of commercial work, as well as helping to identify the scope of the future opportunity. We have subsequently worked with the Institute to build on this foundation to agree a vision for where the Institute wants to be in terms of its commercial income and to identify how it can best structure its internal support to deliver this vision.

