

## The Enterprise Acceleration Team is part of Research & Innovation Services at the University of Birmingham

The team **encourages and accelerates enterprise activities** at the University. In particular, we support, advise and work with:

1. Academics who wish to consider commercialisation of their research;
2. Entrepreneurs and academic teams developing new research inspired companies; and
3. Young biomedical and bio-tech companies looking to grow their business.

We encourage and aid the transfer of ideas and expertise to business through internal and external **enterprise networking and training events**. We further **validate, develop, and grow commercial ventures**, through a mixture of hands-on support, access to a wide network of service providers, investors and entrepreneurs, and via the management of early stage support grants. We direct the commercial development of potential new ventures for the University, and manage the relationship with the University's portfolio of **spinout companies**. The team also signposts academics to and works with those teams within the University or Alta Innovations responsible for business engagement, consultancy, IP management, and licensing.

### What we do

- **Awareness raising, training and networking** - Equip researchers with the knowledge and skills they need to support commercialisation of their research; organise events, training and competitions to inspire, engage, and support.
- **Market Evaluation & Analysis** – Investigations into the nature and size of commercial markets; Identify potential licensees, customers, partners and collaborators; Advice on appropriate routes to market.
- **Proof of Concept** - Support in understanding proof of concept requirements.
- **Venture Development and Startup Incubation:** - Advice in relation to the commercial maturity of innovations, and appropriate commercial strategy; Sourcing/screening of potential commercial management; Support in developing and validating business plans; Links to sources of finance (proof of concept, seed and later stage investment) and assistance in pitch preparation; Provision of office facilities and support at the BizzInn.
- **Guidance and Information** - Guidance through the University's spinout development decision making procedures; Links to sources of funding, professional advisors, and networking and training opportunities.
- **Shareholder Management & Negotiation** - Negotiation of spinout related agreements, on behalf of the University; Ongoing shareholder support to existing spinout companies including occasional board roles; Direct line of communication to the University as a shareholder; Oversight in relation to corporate governance of spinouts.

## Benefits of working with us

- **Access to entrepreneurial environment** – Our activities are focussed around the BizzInn, a dynamic facility that provides space, support, and incubation services to entrepreneurs and young ventures.
- **Access to market intelligence** – Early evaluations of the market for new innovations provides clarity on which R&D or commercial strategy to adopt, which commercial organisations to approach, and what the return on efforts and investment might be.
- **Access to networks and service providers** – We are deeply connected to fundraisers, entrepreneurs, industry experts, and professional advisers both within and outside of the West Midlands region.
- **Access to information** – We have access to a wide range of information sources that can help us with market intelligence, grant and venture funding, and opportunities for skills training.
- **Access to experience** – We have significant experience in gathering market intelligence, commercial strategy development, and in the formation, funding, and management of technology ventures.
- **Authority** – the University looks to us to ensure that the spinout ventures it establishes have the potential to create significant reputational and financial impact and are appropriately resourced from launch.

## Who we are and individual roles:

- **David Coleman** ([d.coleman@bham.ac.uk](mailto:d.coleman@bham.ac.uk))  
*Head of Enterprise Acceleration;  
Head of Spinout Portfolio*
- **Andrew Cruxton** ([a.cruxton@bham.ac.uk](mailto:a.cruxton@bham.ac.uk))  
*BizzInn Incubation Manager*
- **Stephen Ellis** ([S.Ellis.1@bham.ac.uk](mailto:S.Ellis.1@bham.ac.uk))  
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- **Sofia Hansrod** ([s.hansrod@bham.ac.uk](mailto:s.hansrod@bham.ac.uk))  
*Projects & Events Manager*
- **Catherine Mansell** ([c.mansell@bham.ac.uk](mailto:c.mansell@bham.ac.uk))  
*Commercial Skills Development Manager*