

BETTER STUDY VISIT

- The back story of Innovation Birmingham (when it came about and how it was funded)
- How you have worked with large organisations and corporates to run the Serendip Smart City Incubator (why did they engage, what was the value for them, and how did they contribute financially etc.)
- Future focus

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Our History



Aston Science Park established 1982 by Aston University Lloyds Bank and Birmingham City Council
[3rd oldest science park in UK]

An urban campus located next to Aston University, by 2012 over 550 companies had been or were located on the park



2008 ownership changed to Birmingham City Council
New senior management team, driving a new strategic direction to reflect Council's knowledge economy agenda;
name changed Aug 2012



Innovation Birmingham
Campus established
Dec 2012

Established 2018: a 50:50 JV between Bruntwood and
Legal & General Capital

UK's largest property company dedicated to science and
technology

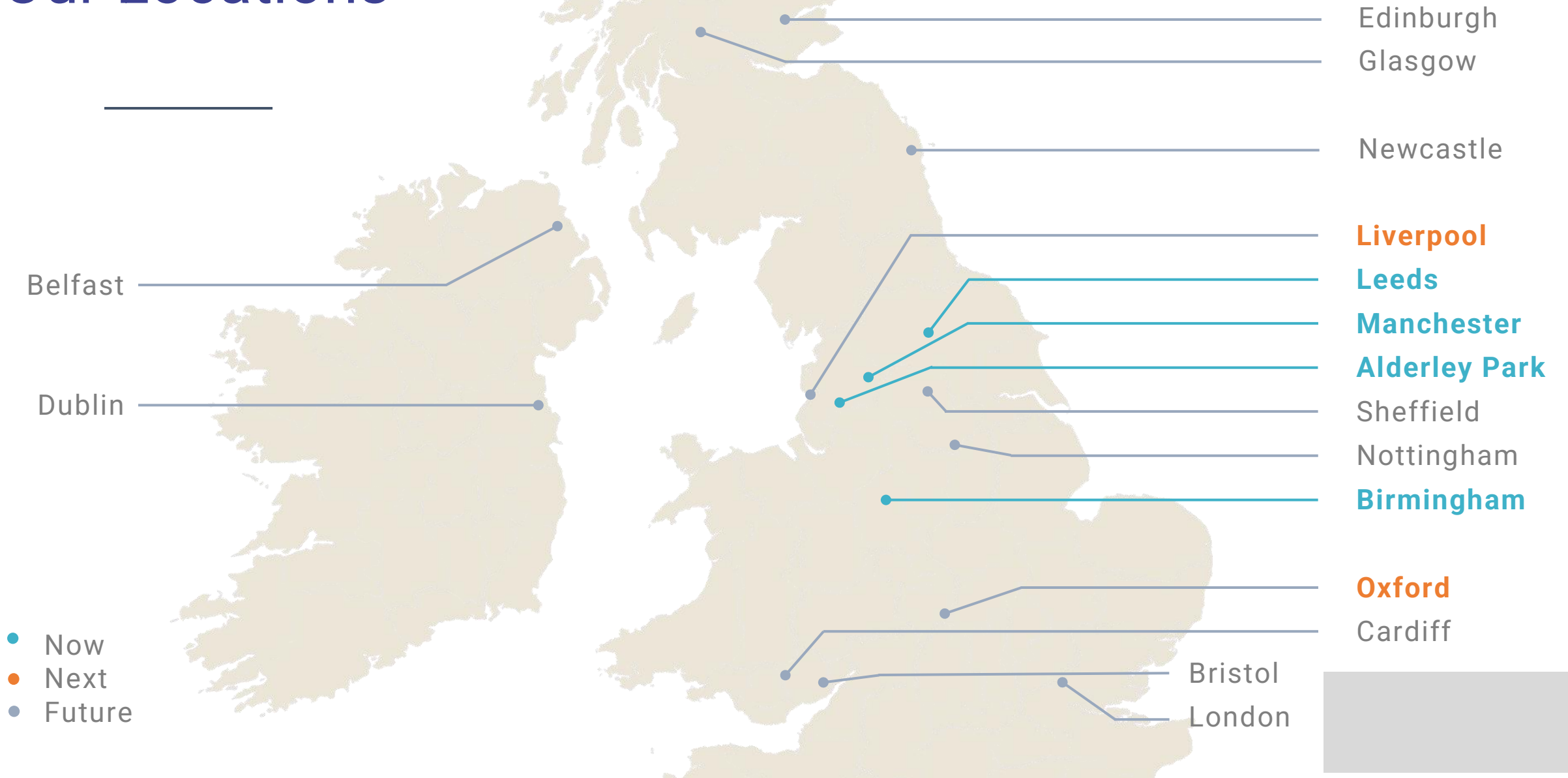
Investing £2bn over the next 10 years

Supporting over 20,000 new high value jobs
in the science and technology sector



Our Locations

bruntwood
SciTech



- 170 digital businesses on site
- 1,200+ technologists
- 900+ new digital businesses every year
- 48 deals from 146 matches

A programme of innovation that helps you:

- Find TNBT (**The Next Big Thing**)
- Future-proof your business
- Save money
- Generate revenue
- Improve service

**Coworking, incubation and early grow-on space
across 3 buildings with new build doubling
capacity in 2021**

Incubators supported 470 businesses since 2010



**PART OF THE BRUNTWOOD
SCITECH NETWORK**



**INNOVATION
BIRMINGHAM**

**BIRMINGHAM
HEALTH
INNOVATION
CAMPUS**



CITYLABS

**LIVERPOOL
SCIENCE PARK**

**MANCHESTER
SCIENCE PARK**



**MELBOURN
SCIENCE PARK**

PLATFORM



**ALDERLEY
PARK**

**CIRCLE
SQUARE**

Inspire **creative thinking**, develop new **skills** and **capabilities**, establish new **partnerships**, accelerate **investment**, and **commercialise innovation**, driving **economic, cultural and social benefits** for customers, partners and the wider community.

OUR INNOVATION SERVICES STRATEGY

Creating Thriving Innovation Districts by bringing together the city's ecosystem* Inspire **creative thinking**, develop new **skills** and **capabilities**, establish new **partnerships**, accelerate **investment**, and **commercialise innovation**, driving **economic, cultural and social benefits** for customers, partners and the wider community.



CUSTOMERS

Supporting Customers

Supporting our customers, ensuring their continued sustainability, access to services, and connectivity to the wider community



INNOVATIVE BUSINESSES

Accelerating Growth

Driving the growth of innovative businesses across the region, engaging them with the ecosystem, and accelerating their expansion and success



INVESTORS & SHAREHOLDERS

Cultivating Investment

Developing a network that drives investment across the region, creating new opportunities for customers, shareholders and partners



TECHNOLOGY & IDEAS

Leading Innovation

Leading innovation activities that drive the knowledge economy, create new partnerships, and develop local communities of excellence



PEOPLE

Engaging the Community

Supporting the collaboration, growth and success of people across the wider community, including residents, students, and customer employees



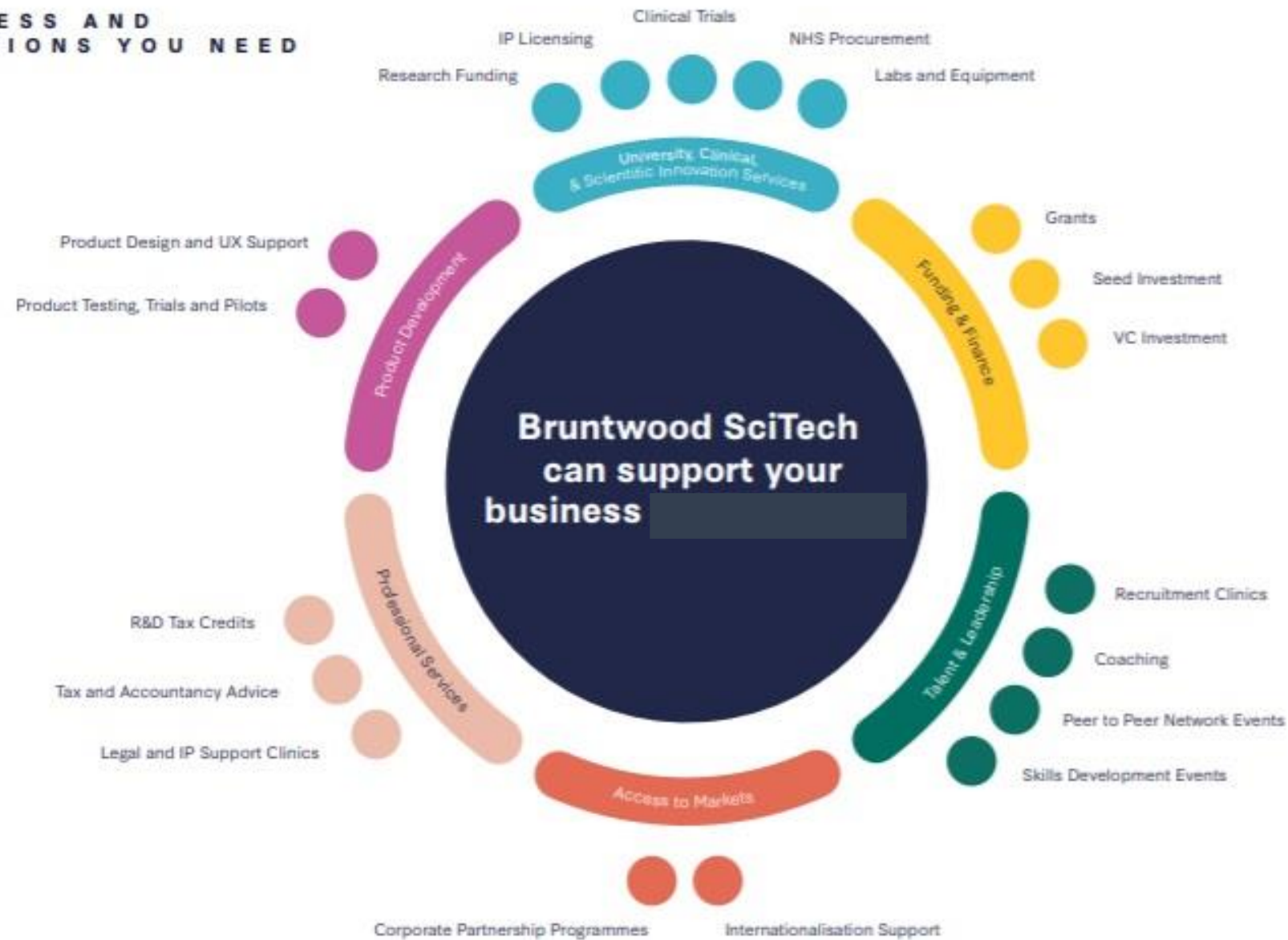
BUILDINGS & PLACES

Creating Thriving Cities

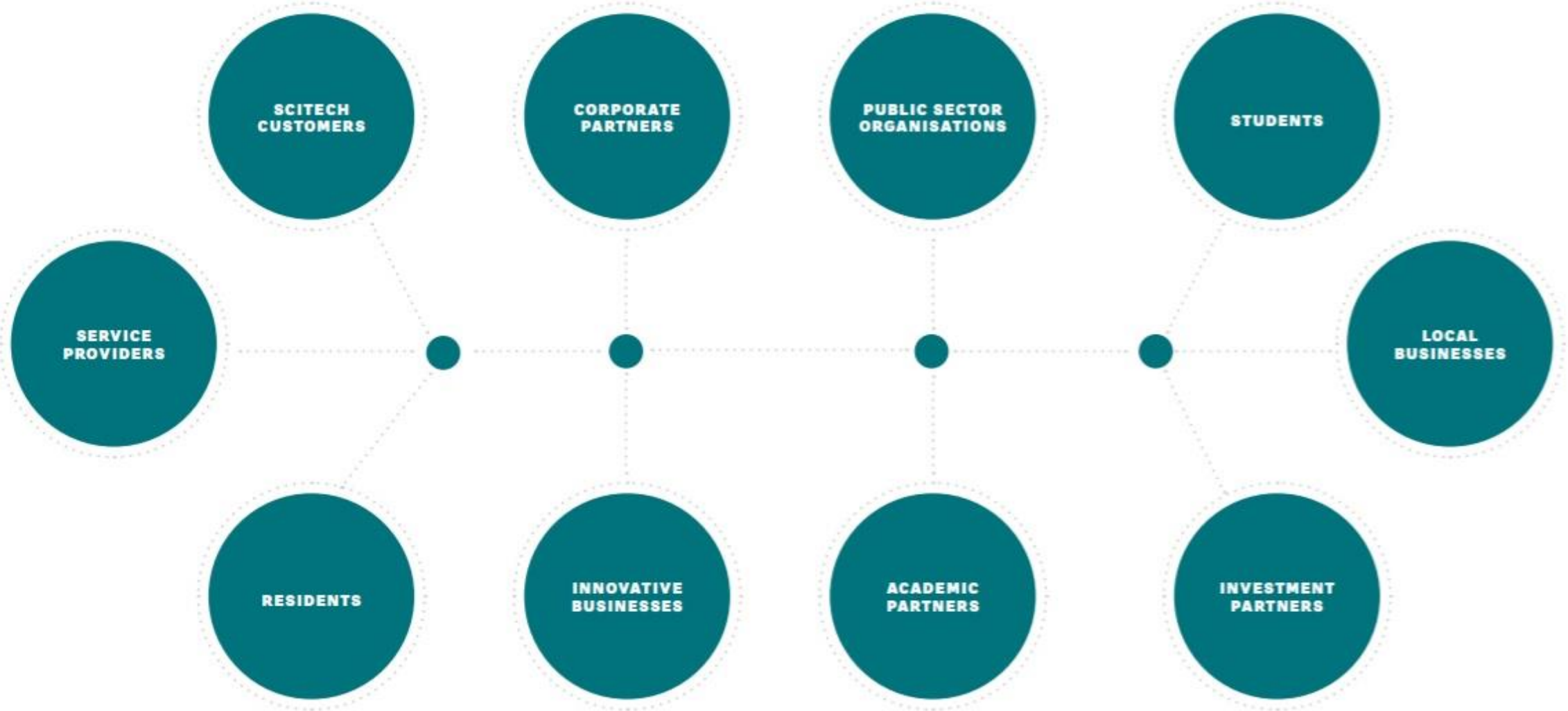
Establishing a hub of innovation through a combination of physical experiences and activities, from our campuses and across the city

*high-growth businesses, established corporates, clinical networks, academic institutions, investors, public sector bodies, and the wider local community

THE ACCESS AND
CONNECTIONS YOU NEED



OUR NETWORK



PARTNER OPPORTUNITIES

CUSTOMERS

Supporting Customers



- Onboarding Processes
- Customer Resources & Information Portal
- Comms & Newsletters
- Social & Wellness Programme
- Targeted Events
- Access to Partner & other Business Support
- Regular Customer Reviews

INNOVATIVE BUSINESSES

Accelerating Growth



- Pre-start-up Support Programme
- Innovation Centre
- Start-up Recruitment
- Accelerator & Scale-up Programmes
- Mentoring
- Fundraising Support
- Recruitment Support
- Market Access Programme

INVESTORS & SHAREHOLDERS

Cultivating Investment



- Investor Network Building
- Investor Community Events
- Investment Readiness
- Pitch Events
- Fund Creation
- University Alignment
- Group Investment Opportunity Alignment

TECHNOLOGY & IDEAS

Leading Innovation



- Sector-specific Campaigns
- Home for Industry Groups
- Communities of Interest
- Innovation

PEOPLE

Engaging the Community



- STEM activities
- Hackathons
- University Collaborations
- Public Sector Collaborations
- Home for Partner and Community Programmes
- Skills Development
- Talent Attraction

BUILDINGS & PLACES

Creating Thriving Cities



- Innovation Showcases
- Makerspaces
- Placemaking Activities
- Physical Demonstrations
- Cultural and Art Exhibits
- External Social Activities

SERENDIP
challenge-led
corporate
partnership @
Innovation
Birmingham
Campus



By
bruntwood
SciTech

BW Sci-tech is mission- driven: Creating Thriving Cities



INNOVATE



BUILD



CONNECT

We work to provide environments and ecosystems that help entrepreneurs create companies in the science and technology sector that achieve inclusive growth, and make a sustainable positive impact within the cities they are located.



By supporting innovators, connecting them with academia, city decision makers, private sector partners and investors. We can create together a thriving tomorrow.

Corporates leading innovation is key to a thriving city

but expertise is necessary. The right partnership is smart – it maximizes investment impact and reduces risk.



Our Partners

We are selective and sector-specific with our partnerships to reap the rewards of quality and impactful collaborations. Our innovation community has benefitted and contributed to a number of these industry relationships over recent times.



GYMSHARK



national
express





Serendip Launch events

You need a partner who can connect you to the most promising start-ups to future-proof your business



Partner Successes

We solve tricky problems with forward thinking, future-proof solutions.

Challenge		Solution	
	"How can we add more value to our clients' businesses?"		"A white label solution for Barclays' landlord clients saving them £400 per property"
	"Our staff get sick and we are under pressure to deliver more with less"		"Our wellness platform can help save you £829 per employee"
	"We have to get more cars off the road and more people on public transport"		"Using our app, your customers pay a flat fee for <i>all you can eat</i> transport"
	"Our trains get delayed by flat wheels caused by leaves on the line. Our customers are furious"		"Our app literally listens for mechanical failures & alerts you when things don't sound right"

Feedback from HS2 Cohort

The HS2 accelerator, grants & pilots have directly contributed to 5 additional FTE mainly in the research/data science areas. This has vastly upskilled our internal skillsets with the hiring of 3x PHDs & exceptional data scientists.



- 2x £50k POCs with two sections. Phase 2A already has upsell opportunity and with that being approved recently, the potential is huge over the next few years.
- Sensat have committed to hiring drone teams in the midlands and hired 4x new employees within 30 miles of the project to serve the project over the coming years.

- Paid pilot via BBV & large grant in partnership with HS2.
- BBV - North Section. 12 CEMEX Trucks approx 60,000 m3 of concrete during the 6-month pilot. We will be focussing on concrete quality data & operational efficiencies as well as detecting environmental breaches & other non compliance.
- HS2 - £835k grant project £250k matched with HS2. 12 months, develop & validate carbon tracking/certification for concrete, concrete surplus redistribution & BIM integration.
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- The project was worth £50k to us. We did all of the sampling for free so we did not make any profit, but an actual loss, but we were more than happy with having this as an opportunity for R&D and future work potential.
- WSP, multiple sites for ancient woodland translocation. This included 200 soil samples to be taken and analysed.

Future Focus

New Buildings and LS Campus New Cities New Corporate Partners New Delivery Tools

- Balance, Culture, Opportunity for SME customers
- Increasing our innovation in the delivery of Innovation services
- Diversifying the sources of entrepreneur
- And so on

A dynamic
ecosystem
needs
innovation at
all stages of
development



IDEATE AND
VALIDATE



GROWING
START-UP



SCALE AND
THRIVE

We support the very best innovations, whatever stage of market readiness.

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