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Left: Detail of the University of Bristol home page, the 'front door' of the redesigned website

# Enterprise

We will transfer that knowledge to the wider community, in order to enhance quality of life and to strengthen both the local and national economy, and also to strengthen the financial base of the University.

The year 2002/03 saw a rise in the profile of entrepreneurship at Bristol. The University's Education and Research Strategies are now supported by an Enterprise Action Plan, so that knowledge exploitation, technology transfer and enterprise will feature in all University activities. This should mean greater success in working with government, industry and other partner organisations and stakeholders to make the Bristol region a key player in the knowledge-driven economy.

## SPIN-OUT COMPANIES

To date, the University has developed 30 start-up companies, many of which have 'spun out' of its research and innovation. In the last financial year, three spin-out companies and one start-up company have been launched, and all promise to have an impact on their respective industries:

**CIP (CleanIcePig) Ltd** exploits novel technology involving the use of pumpable ice to scour pipelines and complex structures in manufacturing



plants. Major advantages to the food processing industry include rapid, problem-free cleaning and improved product separation and recovery.

**Lectus Therapeutics Ltd** brings University research into ion channels together with patented platform technologies in the drug discovery field.



# 'The RED division handles over 800 new contracts a year with a full contract value of over £45 million'

'Business-University Collaboration', University of Bristol, April 2003

COLIN DALTON



**Argelcom Ltd** offers cryptographic products and services for secure email and other electronic communications. Products will provide significant technical advantage and ease of use compared with current solutions.

**Adiuri Systems Ltd** offers a new way to access information: Adaptive Concept Matching. Web searches will avoid returning a zero match, and instead guide users to further information (see the 'ARKive' snapshot on the opposite page).

## 3C RESEARCH

July saw the official launch of 3C Research, a University-based company that will support an adventurous research programme drawing on the Bristol area's strengths in television production, high-tech electronics and world-class science. Industry partners include Toshiba, Hewlett Packard, Qinetiq and Granada Media Bristol, and projects include the motion ripper (below), which provides tools for computer animators to extract motion data from video footage for use in their animations.

With £12 million funding – including £7.62 million from the Department of Trade and Industry – 3C Research will be a major contributor towards the expected boom in the entertainment, telecommunications, computing and media industries, and will have far-reaching effects on the local community and its economy.

## FUNDING NEW UNIVERSITY VENTURES

The Research & Enterprise Development division manages the University's Enterprise Development Fund. This awards discretionary grants to academics to continue projects once conventional research funding ceases. This can include commissioning market research, helping with business strategy, securing an interim part-time chief executive, developing a demonstrator or prototype or simply funding travel to approach potential customers. A total of 13 Enterprise Development Fund awards were made in 2002/03.

The University's early-stage ventures continue to be successful in winning investment from the Sulis Seedcorn Fund and Business Angels. The Sulis Fund is managed by a commercial Venture Capital Fund Manager and can invest up to £250,000 in very early stage ventures at the universities of Bath, Bristol and Southampton. This year, investments by Sulis to companies originating at Bristol have included:

£250,000 to Lectus Therapeutics Ltd  
 £250,000 to CIP (CleanIcePig) Ltd  
 £250,000 to Argelcom Ltd  
 £250,000 to Ascend Biotechnology Ltd  
 £145,000 to Imetrum  
 £15,000 to MetroCom

There were also Business Angel investments for Apitope Technology Ltd, developers of a new treatment for chronic autoimmune and allergic disorders; Infinitesima Ltd, who develop innovative technology for the scanning

probe microscopy community; and Neurotargets Ltd, a company which focuses on the use of novel genes for the development of drug targets.

#### BUSINESS PLAN COMPETITION

The University's annual business plan competition is designed to inspire new technology-based business ideas and entrepreneurial talent. It is currently open to students, contract researchers and staff. Prizes include cash, professional business advice and pre-incubator space.

The following winners for 2003 were announced at the Enterprise Dinner in July:



BRISTOL EVENING POST

**First Prize** (valued at £15,000): Tim Axford and Jake Kenny (above), final-year undergraduates in Aerospace Engineering, for their carbon fibre folding bicycle frame. They also won this year's special £5,000 cash prize for the best entry led by an undergraduate student.

**Second Prize** (valued at £7,000): Ed Kingston, PhD student, and Professor David Smith from Mechanical Engineering, for their idea on interior stress measurement in engineering components.

**Third Prize** (valued at £3,000): Sarah Marshall, final-year undergraduate in Modern Languages, and Neil Taylor, MSc student in Electrical & Electronic Engineering, for a waterproof pouch

and headphone set for personal stereo equipment.

A Special Entrepreneurship Award (valued at £2,000) went to Paul Collender, final-year undergraduate in Electrical & Electronic Engineering, for his computer-controlled engraving machine.

#### SPECIES LOGGED ONLINE

The ARKive website ([www.arkive.org.uk](http://www.arkive.org.uk)), launched by Sir David Attenborough at At-Bristol in May, is cataloguing images and information for all 39,000 endangered species on the World Conservation Union's Red List. The site's advanced search facility is provided by Waypoint, the flagship product of Adhuri Systems, a spin-out company of the University.



SNAPSHOT ←

#### INTELLECTUAL PROPERTY AND LICENSING DEALS

The University has received 59 patent disclosures so far this year, and has filed 26 UK patent applications. These come from a range of sources including Aerospace, Electrical and Mechanical Engineering, Physics and Medicine/Medical Sciences. The University has signed 18 licences and/or deals with external parties to take research into the commercial domain. These include a number of technologies to assist learning.

#### BUSINESS ACCOMMODATION

The Business Incubation Unit at University Gate East has been used by UK Business Incubation, a national body, as an exemplar for their benchmarking project. Six new companies have moved into the Unit this year. The Business Incubation Manager, Peter Maxwell, has been appointed to the board of the UK Science Park Association and is helping to develop the South West Regional Development Agency's Bristol Science Park project.

## BRISTOL ENTERPRISE NETWORK



The University has re-launched the Bristol Enterprise Network, a facility to assist knowledge

transfer among the high-tech, high-growth business community. The Network, sponsored by Bristol City Council, has over 265 corporate and individual members as of September 2003 and enables rapid access to the knowledge and experience of members. It acts as a 'network of networks', working with partners in Bristol and beyond to provide a regular series of presentations, lectures, seminars and workshops. The network's website ([www.bristolenterprise.com](http://www.bristolenterprise.com)) will show venture capitalists and business angels the range and quality of high-tech activity in the South West.

The support on offer is three-fold: business mentoring and guidance, low-cost serviced office space and access to the Bristol Enterprise Network.

SETsquared has attracted £5 million from the Higher Education Innovation Fund spread over three years. The University's building at 93 Woodland Road has been converted to accommodate these early-stage businesses.

## IMPROVING CUSTOMER PERCEPTIONS

The *Lambert Review of Business-University Collaboration* (July 2003) states that 50 per cent of business respondents saw 'deficiencies in customer service' as the biggest problem in dealing with universities. What impressions do they take away from their experiences of working with Bristol? What do they need from the University's research and enterprise activities? Two new full-time members of staff are addressing these and similar issues through a market research project, timed to coincide with the despatch of the University's key publications such as *re:search* and *Nonesuch*.

A customer care programme has also been launched for industry-focused research centres, groups or departments in their interactions with business and industrial partners. Investigation into issues such as business processes, response times and oral and written communication has brought considerable benefits in, for example, the Bristol Colloid Centre and the Veterinary School.

For further information on enterprise activities at the University, contact:  
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## LAUNCH OF NEW WEBSITE

The University's redesigned corporate website was launched in April, with a dramatically improved appearance, structure and usability. New features include a Directory of Experts (a searchable database of University experts willing to talk to the media as authorities on particular subjects), an expanded news and events section and a full index of all units and aspects of the University.



→ SNAPSHOT

## SUPPORT FOR EARLY-STAGE ENTREPRENEURS



April saw the launch of

SETsquared, which helps local entrepreneurs make the vital transition from initial idea to viable business. SETsquared is a joint initiative between the universities of Bristol, Bath, Southampton and Surrey that aims to create a knowledge-based community in Southern England.