



UNIVERSITY OF
LEICESTER

Knowledge Transfer Partnerships

Unlocking the power of innovation

www.le.ac.uk/business

Unlocking the power of innovation

A little innovation can go a very long way. It can help you stay ahead of the competition. Start using better materials. Launch new products. Sharpen your marketing. It can help you develop more efficient ways of working. Upskill your workforce. But where will you find the right specialists to help you innovate? That's where Knowledge Transfer Partnerships (KTP) comes in, providing the links to the expertise you need to grow your business and gain a competitive edge.

Connecting you to innovation

KTP is a world-leading programme that helps businesses succeed by connecting them to the UK's rich academic resources. It's a partnership between the business seeking expertise, a university or college and a recently qualified graduate, known as an Associate.

Transforming your business

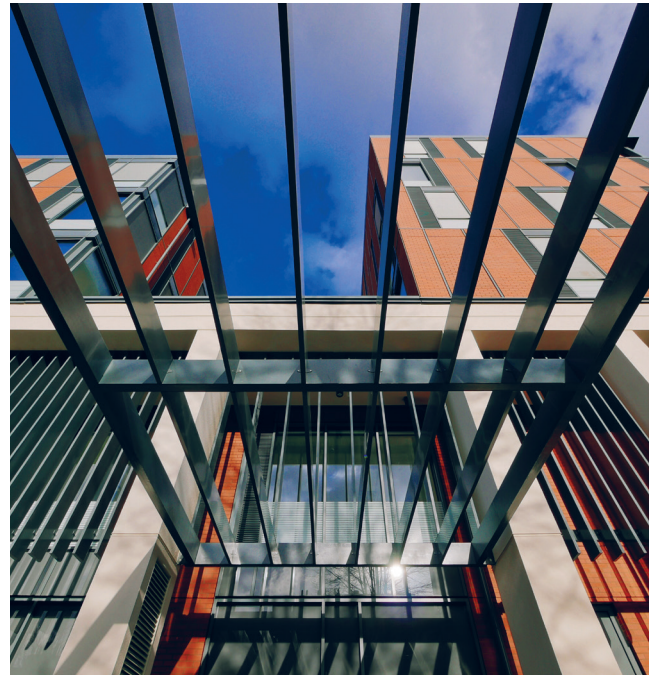
Any company can apply. To succeed, your project needs to be strategic and have the potential to transform your business. Your academic partner will provide the expertise and knowledge required to deliver the project. If your application is successful, an Associate will work to help bring your plans to life. The Associate will work on your site to embed the expertise of the academic team and bring their own skills to deliver a project which could mean anything from introducing new products to changing the company's direction.

Academic support

At least one academic will have been nominated to supervise the Associate and form part of the team that will deliver the project. Academics have the intellectual firepower to guide and advise your Associate whenever required. They can arrange access to test equipment at the university if required. In short, they're a vital part of your team and project.

Funding your project

Your project can last between one and three years. If you're a small or medium-sized business, funding will cover two-thirds of the project cost, leaving an average of around £22,000 a year for your company to pay. If you're part of a larger company, funding will cover around half of the project cost, leaving an average of around £33,000 a year to pay. That's great value, especially as evidence shows that businesses who invest in R&D grow twice as fast and have higher exports compared to non-innovators.



Knowledge Transfer Partnerships provide you and your businesses with the following benefits:

- The average benefits achieved by a single KTP include an increase of over £220,000 in annual profits before tax.
- Delivery of a commercially-focussed, innovation project to develop new products, processes or services.
- A team of academic experts applying their cutting edge research to your business problems.
- A highly skilled, highly motivated graduate working fulltime on project management.
- A budget of approx. £5,000 per year to cover travel, consumables and training.
- Support from the University in terms of bid writing, project management, recruitment and administration
- Companies can claim R&D tax relief for their KTP costs.

Meet some businesses that have benefitted...



Electrical power company – Alstom Grid UK Ltd

Aim of the Knowledge Transfer Partnership

To develop the capability to characterise and assess insulating materials and key components for low-loss High Voltage Direct Current (HVDC) electrical transmission.

Key achievements:

- Establishment of a new unique £1M HVDC cable test facility at Stafford along with new strategic partnerships with a number of major international HVDC cable manufacturers.
- The innovation enhanced Alstom's profile as a world leader in HVDC technology, attracting considerable international interest from manufacturers and end users, and enabled it to compete on the international stage with other HVDC technology suppliers.
- The KTP led to a longer-term collaboration between Alstom Grid and the University of Leicester via a five year collaborative framework agreement in research areas related to energy hardware and infrastructure.



The expertise that your research group is able to provide is very unique within the industry and has proven to produce real impacts.

Managing Director,
ALSTOM Grid Research & Technology Centre



Design agency – Bulb Studios Ltd

Aim of the Knowledge Transfer Partnership

To support growth through management and organisational adoption of user-centred design (UCD) practice, in the creation and development of mobile and ubiquitous computing technology

Key achievements:

- Creation of a new, market research technology and development of associated Crowdlab™ software for smartphones and tablets, allowing participants to take part in fun and intuitive surveys and vastly improving the quality of data sent back to researchers.
- Bulb Studios won numerous accolades for their Crowdlab™ app – including the Market Research Society/Association for Survey Computing Award for Technology Effectiveness and a Leicester Mercury Innovation Award – demonstrating the disruptive nature of their technology which challenges traditional market research methodologies.
- The KTP played a key role in the business growth of the company, with Bulb Studios opening an office in New York to tap into the US market and creating a spinout company, CrowdLab Ltd, to exploit the new technology created during the KTP.



Our relationship with the University of Leicester via the Knowledge Transfer Partnership has gone from strength to strength, we continue to explore mutually beneficial ways to exploit specialist knowledge and operational practices to inform the R&D work we undertake.

Jim Willis, MD – Bulb Studios.

Your journey starts here

If you want to grow your business through collaboration and innovation, KTP is the programme that has the power you need to get ahead of the competition.

To find out more about how KTP can ignite innovation in your business, contact:

Mr Benoît Welch (Knowledge Transfer Executive)

t: +44 (0)116 252 5864

e: bpw6@le.ac.uk

w: www.le.ac.uk/business