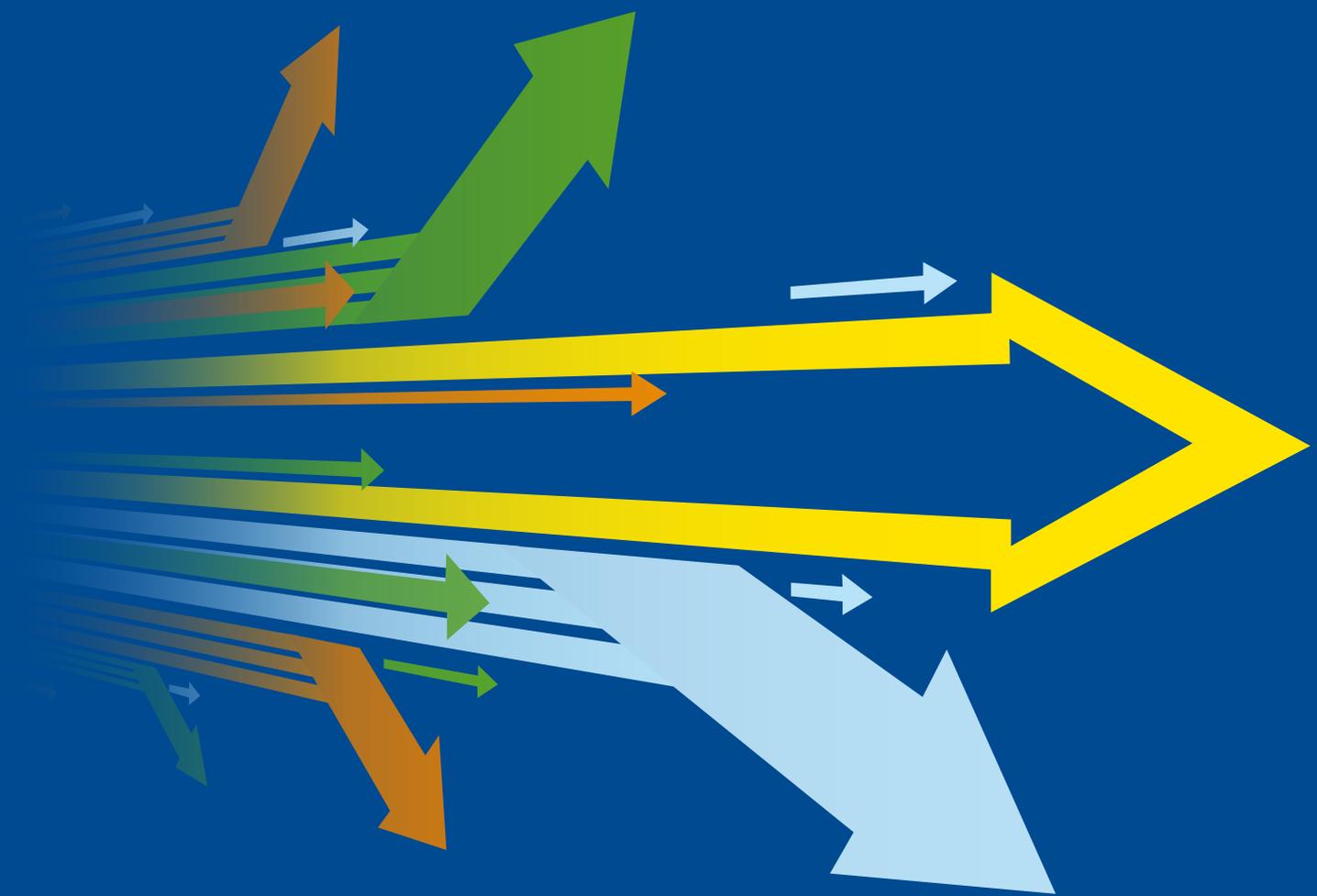


Driving business innovation

Why follow when you can lead...



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Foreword



'At the University of Reading we understand that businesses need to innovate, that developing good ideas into new products is key to staying ahead of the competition, and that well-timed research into new technology has never been so important. We also understand the need to employ and develop staff who can compete in today's challenging environment and who can bring fresh talent to the workplace - so quality research, skilled graduates and professional development programmes are key outputs of the University.'

We are a world-class research-intensive University covering a broad spectrum of disciplines across Life and Physical Sciences, Arts and Humanities and Social Sciences. Our research interests and expertise are thus both broad and deep.

Specific strands enhance and develop interdisciplinary research areas of particular strength in Sustainable Construction and Environments, Climate Systems Science, Computational Science and Informatics, and Preventative and Therapeutic Health Sciences.

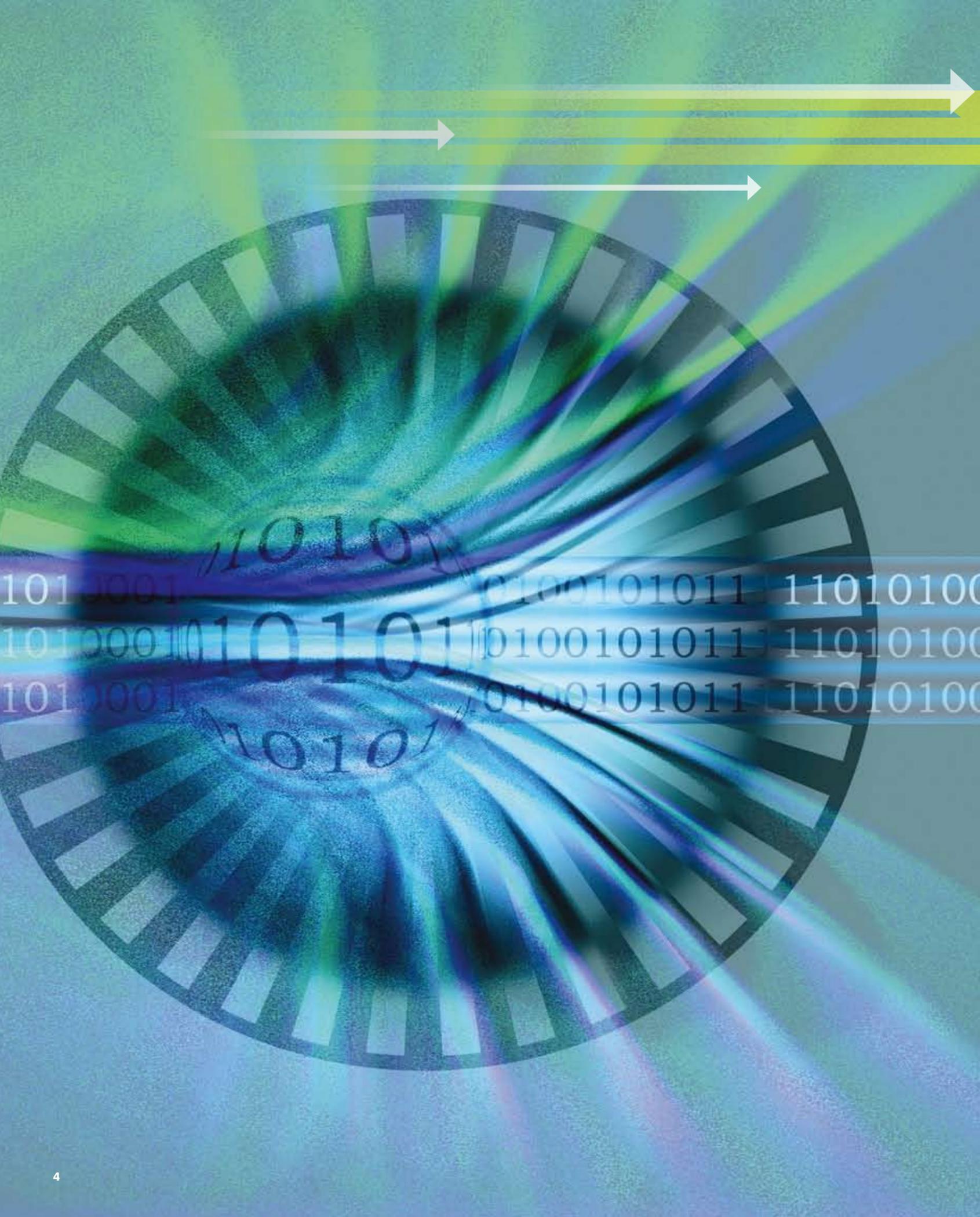
Within these areas we have established a number of specific research centres, including an Institute for Cardiovascular and Metabolic Research, a Centre for Integrated Neuroscience and Neurodynamics, The Walker Institute for Climate Systems Science and a Simplification Centre (which focuses on the way written information is presented and communicated). In addition, the Henley Business School at Reading is one of Europe's leading business schools.

Active collaborations between business and the University are numerous and deliver support for research and development, access to expertise and equipment that can solve business problems, as well as the provision of a broad range of undergraduate, postgraduate and professional development programmes.

The University of Reading is a major contributor to the regional, national and international knowledge economy.

This brochure illustrates the ways in which you can work with this progressive and approachable University. We provide inspiration for businesses large and small and hope you will want to find out how we can help you to innovate and grow.'

Gordon Marshall, CBE, FBA, AcSS
Vice-Chancellor, University of Reading



Research & development

Increasingly, businesses are supplementing their own research and development programmes by collaborating with universities such as Reading, where the breadth and depth of its research can provide a holistic response to their needs.

Smart companies are linking up with the University of Reading to accelerate business growth. In the last five years, the University has delivered over two thousand projects, bringing together specialist teams to work alongside businesses.

'We are becoming increasingly dependent on invention and innovation in order to be competitive in today's global economy.'

Alistair Darling
Chancellor of the Exchequer



Collaborative research

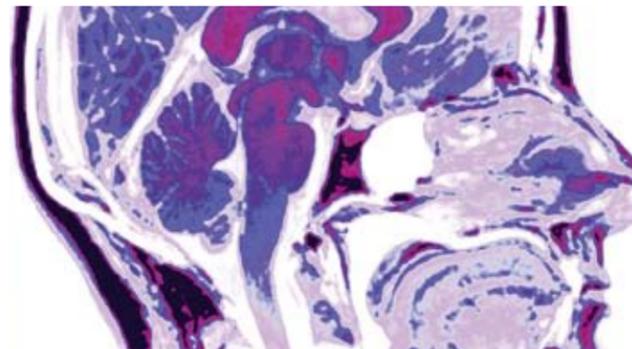
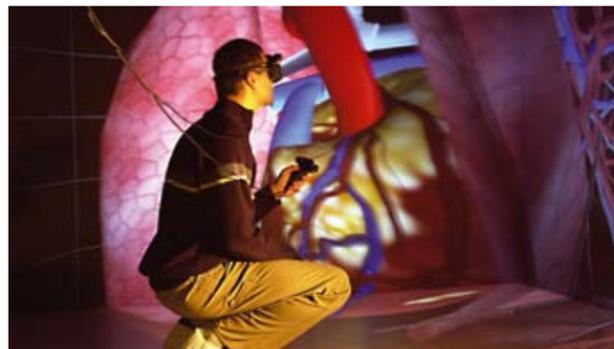
Collaborative research and development programmes have made a significant impact on the strength of the UK economy and our record of scientific discovery is one of the best in the world.

The University of Reading has an enviable reputation for research and a tradition of academic excellence enabling businesses to gain benefits from the synergy of business needs and a multidisciplinary approach to research.

By working with the University of Reading, businesses can gain access to funding schemes from national and overseas sources. These aim to stimulate industry-academic partnerships enabling them to work collaboratively on research and development projects in strategically important areas of science, technology, arts and social sciences.

- **LINK** projects are joint industry-academic collaborative research projects at the pre-competitive stage, i.e. advancing knowledge in a scientific area relevant to industry rather than developing specific commercial applications. LINK schemes are 50% government and 50% industry funded (in cash and/or kind). They typically run for two to three years.

- **Industrial CASE Studentships** are PhD studentship awards, often allocated to companies directly, where the PhD student will spend a significant amount of time at the industrial partner's business, working on a project relevant to them. The studentships aim to enable companies to take the lead in defining and arranging a PhD project, with an academic partner of their choice. Benefits of this scheme are twofold – a project of relevance to the industrial partner is carried out, and the PhD student gains skills relevant to industry and has experience of working in a commercial environment.



- **The Knowledge Transfer Partnerships (KTP) scheme** is open to companies and organisations of all sizes, and businesses contribute only part of the cost. Each partnership is a three-way collaboration between a company, the University and at least one of the University's skilled high calibre graduates. KTPs support projects, such as new product development, or internal improvements, developing new business systems or helping to develop and implement business strategies. Projects typically last two to three years, though a shorter option is now available, aimed at SMEs with no previous significant interaction with the University.

The Knowledge Transfer Centre at the University of Reading is one of the leading centres for developing and managing KTP partnerships in the country.

Contract research

Business can also commission the University to work on a research problem specific to them. This often results in new knowledge being generated. Government funding is not available for contract research projects.

Access to new technology

Innovation is the lifeblood of companies, and in order to remain ahead in increasingly competitive environments, many are adopting an Open Innovation approach for sourcing new products and technologies rather than relying solely on their own research efforts. Companies can access new technology either through collaborative research with the University or through licence agreements relating to University developed intellectual property.

Our technology transfer office advises the University on protecting and exploiting its intellectual property and on discussing and concluding licence agreements.

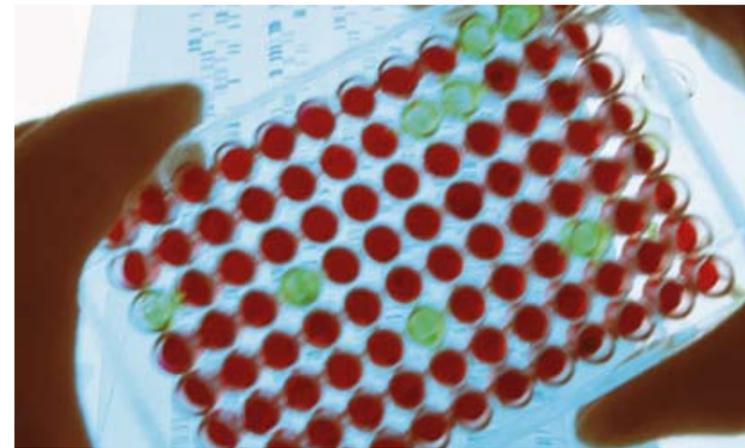


Case Study

Orchestr8 (a supply chain planning company) recognised a need to enhance their software suite. Their aim was to provide customers with a web-based supply chain management reporting system and portal. A KTP was the ideal approach and they worked with academics from the School of Systems Engineering to exploit the latest business intelligence technologies and applications and gain knowledge of current best practice. The collaboration led to the successful development of a web-based supply chain portal to complement Orchestr8's existing sales and operational planning software. This has led to an increase in turnover, and the company anticipate a further £500,000 worth of new business in the next three years.

Problem solving

Every company needs to innovate to stay ahead



InnovationWorks

InnovationWorks at the University of Reading is a custom-built facility, which is the product of more than ten years of research and experimentation in the fields of innovation and creativity. It is designed to create an exciting and stimulating environment where new ideas and ways of thinking can be tried outside of the normal constraints of day-to-day business. Experienced professional facilitators use a blend of innovative techniques and technologies to enable participants to achieve results they are committed to and passionate about. InnovationWorks can help your business to grow, plan, resolve complex problems and build world-beating teams.

Could your company's potential be enhanced by working with some of the country's leading minds?

The University of Reading not only creates knowledge, but also uses and shares its research and resources to enhance innovation in the business world.

Analytical and technical services

As a research-intensive University, we have a vast array of technical equipment and facilities which, although primarily used for research and teaching purposes, can be available to support your business.

These include our biocentre, chemical analytical facilities, fMRI scanning equipment, super-computer capacity and food processing pilot plant facilities.

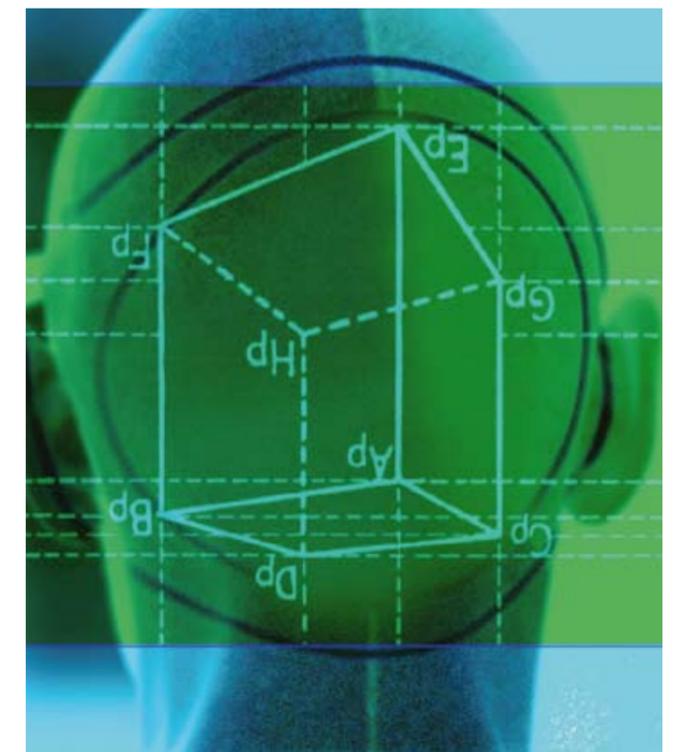
We also have expertise to apply these to your particular needs.

Consultancy

Consultancy services at the University enable businesses to access expert applied knowledge or specialist advice in order to solve problems in a short time frame. Our breadth of research means that we should have expertise to suit your requirements.

'InnovationWorks provided us with an excellent space for some creative work. We achieved a large amount with limited time and came away with some great new ideas.'

Heston Blumenthal
Award Winning Chef of The Fat Duck



Your people



Employers in business and industry recognise and respect the University's reputation for teaching and research excellence, and a degree from the University of Reading has currency in the job market. University of Reading graduates will not disappoint, and will add real value to your business.

Recruiting University of Reading graduates

Graduates from the University are well prepared for success in the increasingly challenging world of employment. We are at the forefront of careers education, working alongside employers to deliver accredited careers modules and a variety of customised work placement schemes to enhance our student's employability and their understanding of the real world of work.

How can we help you with your recruitment?

The Careers Advisory Service has a dedicated Employer Team to help you, whether you're looking for a graduate, student intern or temporary staff. We can help you:

- raise your profile through fairs and events
- advertise your placements and vacancies
- organise presentations, interviews and milkrounds on campus
- by offering free recruitment advice and consultancy

Placements

As part of their course or during summer vacations, students from the University of Reading are encouraged to take part in work placements in order to further equip them with the skills required when they enter the workplace. Engaging students provides access to an effective short-term resource and enables employers to assess their abilities prior to recruitment.

'I've certainly found the students highly valuable in their fresh input, keenness to help, and determination to succeed.'

Jason Parlour
Managing Director of The Therapy Agency about the Enterprise Experience scheme

Henley Business School

Triple accredited UK Business School with a global reach



One of Europe's largest full-service business schools, Henley Business School offers a wide range of courses, from undergraduate to board level, from management to finance, from classroom based teaching to mentoring, facilitation, team building and consulting. The School is one of the very few international business schools to hold triple accredited status (AMBA, EQUIS, AACSB).

Our leading expertise spans Economics - one of the world's premier centres for international business research; Management - home to the world-ranked Henley MBA; the industry aligned ICMA Centre; Real Estate & Planning - the UK's largest centre for real estate education and research; and Corporate Learning - our internationally renowned tailored and executive education division.

Entrepreneurship

The Centre for Entrepreneurship, part of the Henley Business School, offers a wide range of entrepreneurial activities both in structured teaching programmes and through extracurricular activities for students from across the University.

A number of partners work with the Centre to expose students to contemporary examples of entrepreneurship and business plan competitions as well as to provide opportunities to work with real businesses.



Management Development Programme for Dean & Dyball

A bespoke course that aims to stretch those with good potential for senior management. The course content includes project management, leadership and personal development, value management, business case analysis and commercial management.

Professional development & lifelong learning

The University understands that keeping staff at the forefront of a demanding field isn't a luxury or a perk - it is essential to build and maintain competitive advantage, so we offer businesses access to a huge range of part-time, flexible or bespoke study opportunities.

'You set new standards in scientific training for the industry.'

Mars employee

Strategic alliances

Our aim is to develop relationships with strategic partners with whom we will interact across a range of activities, contributing mutual benefits.

For businesses, this could include accessing our research expertise to accelerate and support research and development, employing University of Reading graduates on work placements or enhancing the skills of staff through our professional development and bespoke courses. For the University, having access to real world problems and business relationships enables us to translate pure research into applied products and enhances our graduate programmes and hence the employability of our students.

Business start-ups and incubation spaces

The University of Reading has space and facilities that can really help a growing business. Choosing the right location for your business can be difficult, particularly for small to medium sized enterprises. The University can provide managed office space in purpose-built business premises, focusing primarily on SMEs and high-tech companies.



The Reading Enterprise Centre

is a dedicated business incubator for high technology and knowledge-based start-up companies with a potential to grow. The Centre offers office space available on flexible leases, acts as a focal point for enterprise and knowledge transfer and helps businesses access specialist service providers.

The Science and Technology Centre

offers affordable office space and research and development facilities. It has high-quality laboratories with excellent facilities and provides adjacent offices.

Virtual office space

offers a prestigious office address and flexible business solutions that can be tailored to your needs and can include everything from mail and message management to sophisticated telephony solutions and on-demand private office usage in a professionally staffed environment.

Together, these facilities form part of the University's growing Enterprise Zone that supports and accommodates technology companies from start-up through to larger SMEs.

The future

Universities are increasingly seen as the power-houses of the regional, national and international knowledge economy, acting as the catalysts for development and exchange of ideas and people, leading to innovative businesses and economic prosperity. As a research-intensive university,

Reading is already a key partner for businesses of all sizes, from multi-nationals to thriving SMEs in the Thames Valley region. In the future, we plan to expand our contribution to the region through the establishment of a Science and Innovation Park, located close to the M4.

‘Reading and Wokingham are thriving and fast-expanding towns. We believe that a Science and Innovation Park would enhance their reputation as a location of choice for cutting-edge science and technology-based businesses, and that such a development would provide a major stimulus to the promotion of this region as an economic hub of the south east.’

Professor Christine Williams

Pro-Vice-Chancellor for Enterprise from the University of Reading

How to work with the University of Reading

We work with organisations operating across a variety of different markets and with a wide range of needs for the University’s services and expertise. This page will help you find an effective first point of contact for your enquiry. If in doubt, please call the main enquiry desk on 0118 378 8628 or email res@reading.ac.uk

Research & development

| | |
|--------------------------|----------------------|
| Collaborative research | +44 (0) 118 378 8628 |
| Contract research | +44 (0) 118 378 8628 |
| Access to new technology | +44 (0) 118 935 7100 |

Problem solving

| | |
|-----------------------------------|----------------------|
| Analytical and technical services | +44 (0) 118 378 8628 |
| Consultancy | +44 (0) 118 378 6755 |
| InnovationWorks | +44 (0) 118 378 6859 |

Your people

| | |
|--------------------------|----------------------|
| Recruiting graduates | +44 (0) 118 378 8349 |
| Henley Business School | +44 (0) 1491 571 454 |
| Entrepreneurship | +44 (0) 118 378 6062 |
| Professional development | +44 (0) 118 378 8628 |

Strategic alliances

| | |
|---------------------|----------------------|
| Strategic alliances | +44 (0) 118 378 6160 |
|---------------------|----------------------|

Business start-ups

| | |
|-----------------------------|----------------------|
| Reading Enterprise Centre | +44 (0) 118 378 8628 |
| Science & Technology Centre | +44 (0) 118 378 8628 |
| Virtual office space | +44 (0) 118 378 8628 |

Research and Enterprise Services

 For more information, please contact:

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www.reading.ac.uk/working-with-business