

OXFORD UNIVERSITY INNOVATION



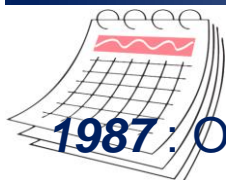
Marketing and Comms at Oxford University Innovation

Simon Gray, Head of Marketing
simon.gray@innovation.ox.ac.uk

Gregg Bayes-Brown, Marketing & Comms Manager
gregg.bayes-brown@innovation.ox.ac.uk



OUI Background & History



1987 : Oxford Research & Development Ltd.

1988 : Isis Innovation Ltd.

2016 : Oxford University Innovation Ltd.



Board :

Nigel Keen (Chair), CEO & MD,
External (1), OU (8)

Ewan McKendrick, Giles Kerr, Ian
Walmsley, Steve Davies, Lionel
Tarassenko, Matthew Wood, Patrick
Grant, Helen McShane

Isis Innovation The University of Oxford's technology transfer company		
Physical Science Project Managers Dr Herb Askew Dr David Eastham Dr Robert Adams Dr Amanda Nolle	MD - Dr Tim Cook Special Projects Tom Hockaday Lawyer Christine Estermann Administrator Gill Nash Facilities Administrator Jane Tilly Admin Assistant Naz Khan Accounts Assistant Laura Keane OIS Membership Sec Jennifer Johnson	Life Science Project Managers Dr Peter Hotten Dr Angela Kukula Dr Mark Payton Dr Aarti Chapman Marketing Administrators Samantha Timmins Jo Fyson Assistant William Bartrip



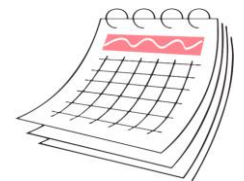
Oxford University Innovation Ltd Commercialising technology and expertise from the University of Oxford	
Licensing & Ventures <i>Transferring technology through Licensing, Ventures, IP and Patents, Material Sales, Clinical Outcomes, Startup Incubator, Oxford University Hospitals NHS Foundation Trust</i>	Consulting Services <i>Supporting researchers and external partners to benefit from academic expertise and technical services</i>
Funding, Investment and Management <i>Supporting ventures from concept to maturity through Seed Funds, Oxford Angels Network, Spinout Equity Management</i>	Isis Enterprise <i>Offering consultancy and training in Technology Commercialisation and Innovation Management to clients worldwide</i>



Some important milestones, increasing services



- 1999 **Isis Angels Network Ltd** established
- 2000 **Oxford University Consulting** started
(became part of Isis in 2002)
- 2004 **Isis Enterprise** started, November
- 2010 **Oxford Invention Fund** launched
- 2011 **Isis Software Incubator** started
- 2014 **Oxford University Innovation Fund** (Parkwalk Advisors)
- 2014 **NaturalMotion** exit (\$527m)
- 2015 **Oxford Sciences Innovation** formed
- 2016 Renamed **Oxford University Innovation**
- 2016 **LAB282** partnership established



Marketing & Growth



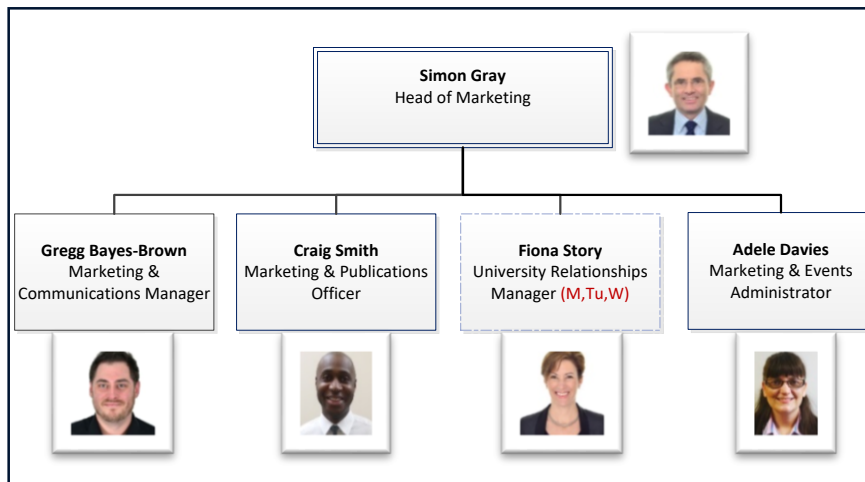
Mission



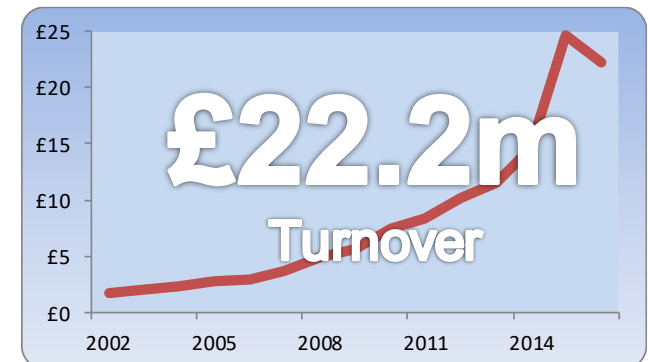
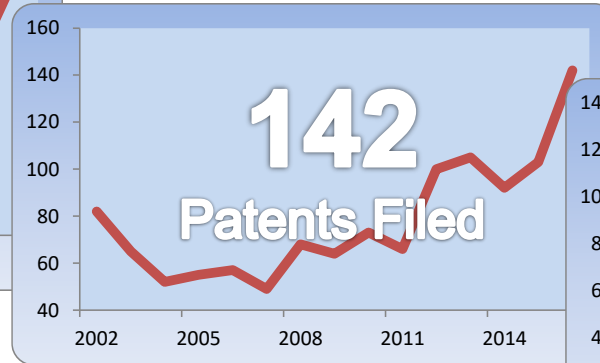
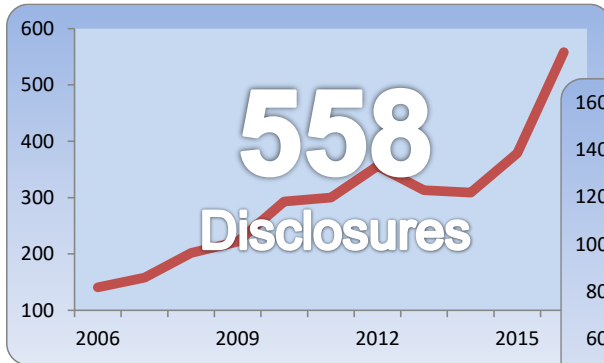
The Marketing Team mission is to ensure that **our business services and achievements are positively communicated** to maintain **high awareness** amongst our internal and external stakeholders, in order to **assist and support the Business Groups** to accomplish their respective missions for **Oxford University Innovation** and the **University of Oxford**.



- Marketing 'Team' started with one person in 2005, now five people
- Increased resources with business growth (virtuous circle)



Marketing & Growth



OUI Communications



- Principal responsibility is to **support OUI activity**, promoting
 - new IP for licensing
 - investment opportunities
 - consultancy capabilities
 - OU reputation for innovation leadership
 - opportunities for engagement
- **Working with all Divisions**
 - Including Humanities Innovation Challenge, SocSci entrants to Incubator...
- Enthusiastically supporting outputs of the 2014 OIWG Report
 - innovation now widely accepted and promoted across the University



Audiences and channels

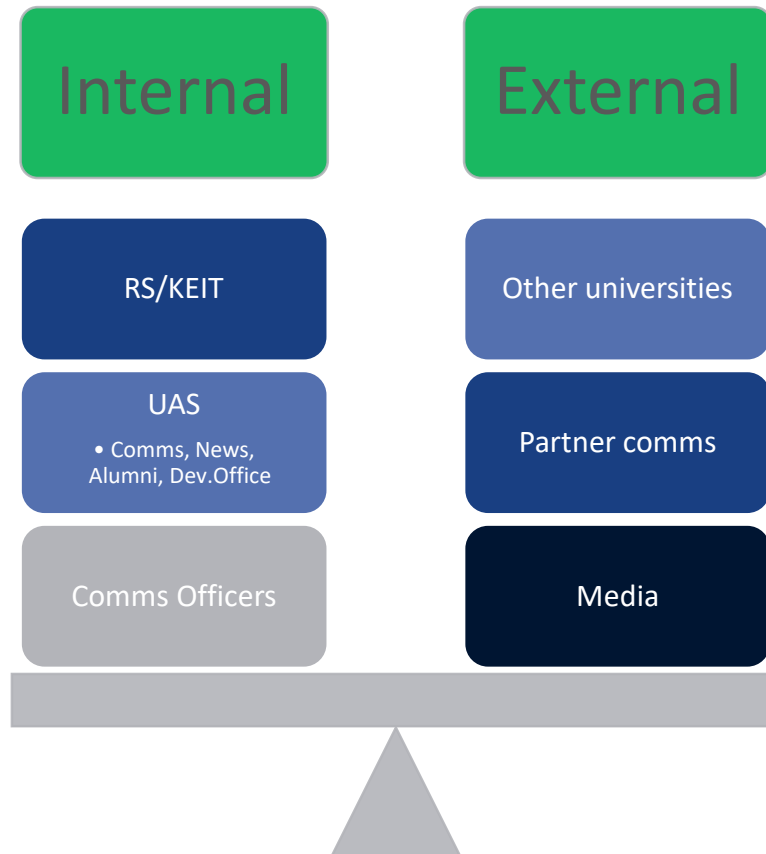


Audiences	Channels (eg)
Researchers	Face-to-face in departments
OU support & admin staff	Seminars etc
Industry & business	Technology Profiles
Angel investors	Investment Profiles
VC funds etc	Oxford Innovation Society
Government	Investor Events
Media	Website, social media
Other TTO's, universities	Innovation Insights
	Email newsletters

OUI staff 'hotdesk' in many University locations



Key communications interfaces



Can we...

- work more efficiently with comms sources?
- redistribute content better through departments/colleges?
- host more colleagues at our hotdesk @ OUI?

Challenges & Opportunities



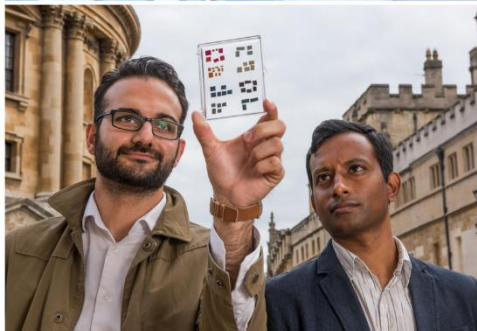
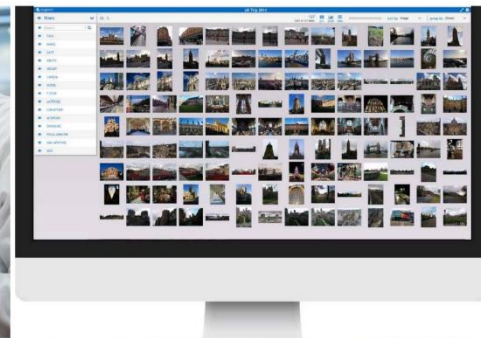
- Different goals between academia and commercial world
 - Not wrong or a problem, but must be navigated
- Positive outcome of Innovation Comms Working Group
 - Opportunities for greater impact from greater alignment, integrated messaging
- How can we organise to provide best service to the University?
 - OIWG : impact, not profit
- A wider focus?
 - OUI → OU → Cluster



The OUI Vision



To improve people's lives and make a better world through the innovation, entrepreneurship and expertise of Oxford University





Media strategy and success

Gregg Bayes-Brown

What are the key themes?



- World-class performance
 - Oxford University top ranked university in the world
 - OUI one of the highest performing TTOs globally
 - Leading research, professors and students
- Ideas that drive human progress
 - Generating impact from research
 - The companies which bring those ideas into the real world
 - The ecosystem that fosters them
- Unlocking research potential
 - Beating the drum for research commercialisation
 - Stimulating conversation around best practice
 - Highlighting models we have in Oxford (OUI, OSI, etc)

Who are the audiences?



Internal

- The University
- Local

External

- Industry
- Investors
- Government
- Journalists
- General public
- International audiences

The University



- Provide content for internal audiences
- Work with the main press office, digital comms, and others to extend our reach.
- Recent successes:
 - Our roundup of 2016
 - Our unicorn founders article
- Looking ahead...
 - More narrative-driven content
 - Working closer with the colleges and divisions



Oxford's billion-dollar startup founders



8th February 2017

Following research showing more founders of billion-dollar startups in Europe, Oxford University Innovation (OUI) and Bayes-Brown takes a closer look at the companies that have emerged from Oxford, and the companies that are still in the early stages of development.

In the tech world, few phrases get people excited faster than "unicorn" – a startup valued at over a billion dollars. However, with just over 200 unicorns in the world, it's a rare sight.

Featuring some of the biggest names in the world, OUI is developing the sort of positive momentum that has made it a leading force in the world of innovation.



Oxford most prolific university innovator in Europe

Oxford University Innovation launches 24 companies in 2016 with a combined £52.6m in early stage funding, setting a new record in spinout generation for the UK and Europe.

Oxford, UK – 9 January 2017

Oxford University Innovation (OUI), the research commercialisation company for Oxford University, launched an unprecedented 24 high-tech firms in 2016, raising a combined total of £52.6m in seed stage funding and punctuating OUI's strongest calendar year to date.

Spinouts (companies based on Oxford University intellectual property) account for 21 of the new firms. This more than doubles OUI's performance in 2015 (10 spinouts) and sets a new record for spinout companies emerging from a higher education institution in Europe. OUI also improved its year-on-year performance for licences sold, with 117 in 2016, while patents filed increased from 99 to 118.

The 2016 spinout cohort is spread across a number of sectors, including aeronautics, wireless energy transfer, regenerative medicine, big data, and virtual reality.

Some of the highlights from 2016 include:

- **OxStem**, which raised £16.9m in seed financing for its regenerative medicine technologies spread across a number of areas of health.
- **Mind Foundry**, which is using machine learning and big data to help organisations solve currently unsolvable problems.
- **EnzBond**, developed by students while completing their studies and looks to integrate enzymes with pharmaceutical production using in-silico methods.

[Some of the companies are still operating in stealth mode, and will be formally announced in the first few months of 2017.](#)

- Works both as internal PR, and to let the wider ecosystem know what we are doing (I also consider this internal-ish).
- Mainly target the BBC, as well as the local papers
- Successes:
 - Multiple spinouts covered
 - 2016 roundup
 - Drayson Technologies

Electronic patient record system developed by Oxford University saves nurses valuable time



Nurse Julia Knight uses the SEND tablet system in a training theatre at the John Radcliffe Hospital

23 Feb 2017 / **Hannah Somerville**, Reporter covering Blackbird Leys. Call me on (01865) 425271 / [@OxMailHannahS](#)



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A GAME-CHANGING system developed in Oxford to record hospital patients' vital signs using iPads could cut time nurses need on each person by up to 30 per cent, a research project has found.

External



- To reach stakeholders, Cultivating relationship with journalists is key. We've recently worked with:



The Telegraph



Focus areas moving forward



- Internal
 - More narrative driven content
 - Further engagement with divisions, colleges, etc
 - Developing innovation briefing documents
- External
 - Cultivating new relations with journalists
 - Expanding our network to find richer stories to tell (both with Oxford organisations and further afield)
- Long term goals?
 - Supporting enhanced collaboration between comms officers on innovation comms
 - Working more closely as an 'innovation comms team'
 - **Putting Oxford firmly on the innovation map**