Marketing and Comms at Oxford University Innovation

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OUI Background & History


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

Oxford University Innovation Ltd
Commercialising technology and expertise from the University of Oxford

Oxford Science Park

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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

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

- **558 Disclosures**
- **142 Patents Filed**
- **134 Licence Deals**
- **636 Consultancy Engagements**
- **£22.2m Turnover**
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

<table>
<thead>
<tr>
<th>Audiences</th>
<th>Channels (eg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researchers</td>
<td>Face-to-face in departments</td>
</tr>
<tr>
<td>OU support &amp; admin staff</td>
<td>Seminars etc</td>
</tr>
<tr>
<td>Industry &amp; business</td>
<td>Technology Profiles</td>
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<tr>
<td>Angel investors</td>
<td>Investment Profiles</td>
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<tr>
<td>VC funds etc</td>
<td>Oxford Innovation Society</td>
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<tr>
<td>Government</td>
<td>Investor Events</td>
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<tr>
<td>Media</td>
<td>Website, social media</td>
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<tr>
<td>Other TTO’s, universities</td>
<td>Innovation Insights</td>
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<td></td>
<td>Email newsletters</td>
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</tbody>
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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
  o Not wrong or a problem, but must be navigated

• Positive outcome of Innovation Comms Working Group
  o Opportunities for greater impact from greater alignment, integrated messaging

• How can we organise to provide best service to the University?
  o OIWG: impact, not profit

• A wider focus?
  o 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
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 recent research showing more founders of billion-dollar institutions in Europe, Oxford Bayes-Brown takes a closer look at Oxford and the companies it has helped.

In the tech world, few phrases get people excited like startups valued at over a billion dollars. It’s a formula that describes startups valued at over a billion dollars, a large amount of investment cash for a business.

In the years of the digital revolution, startups have become a hot topic. The startup industry dominates headlines and a number of investors are pouring money into startups. That’s because startups have become a new way of doing business.

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Local

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