

2004-06
Scottish Innovative Actions Programme


The Innovating Nation
21 – 23 February 2007

Highlands and Islands Enterprise
Scottish Enterprise
SCOTTISH PARLIAMENT
EUROPEAN UNION
PROJECT FINANCED BY THE EUROPEAN UNION

2004-06
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Workshop:
How can Innovation
be Stimulated?

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Marketing of Marketing Russell Stevenson Scottish Enterprise



Marketing of marketing project :

The Marketing Game

Russell Stevenson
Innovation & ICT
Scottish Enterprise





Project aims

- | Increase understanding and importance of marketing among innovative SMEs.
- | Introduce marketing cycle, concepts, techniques and disciplines.
- | Highlight individual weaknesses and areas for improvement / development.



Outputs

- | Development of content.
- | Development of game scenarios.
- | Combined into marketing game.





Beneficiaries

- | Primarily, innovative SMEs.
- | Also, all SMEs.
- | Also, all companies.
- | Should be Scottish, as registration is required.



Challenges

- | Content – what to put in and what to leave out.
- | Game – best format and platform.

- | Both – how to combine and offer something that isn't too patronising, too difficult and which also educates.



Learning / best practice

- | Don't start from scratch if you don't have to.
- | Use and trust the experts.
- | Retain a focus on the end users / beneficiaries.
- | Market it well.





Next steps

- | Game is now up and running.
- | Available at www.scottishmarketingcommunity.com
- | Try to market it effectively.
- | Try to incorporate it into structured guidance and advice.



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Growing the Capabilities of
Photonics SMEs
Adrian Gillespie
Scottish Enterprise



Knowledge Transfer

Photonics Innovative Actions Project

Adrian Gillespie
SE Knowledge Transfer

THE INNOVATING NATION - 21st February 2007



What is Photonics?

- Technology for generating and using light.
- Light emission, transmission and detection e.g. lasers and fibre optics
- Applications: energy generation to environmental sensing, communications and entertainment.
 - Solar cells
 - DVD/CD/Blu-ray
 - Broadband
 - LCD TV
 - Etc.



The Issue

Scottish photonics research attracts 32% of UK funding: its exploitation represents an opportunity for economic development.

Uptake of IP created: slow and variable?

Engagement of SMEs with innovation infrastructure could be better

Education of business community about resources available is required.

Assess economic impact of photonics and barriers to uptake of university-created IP by SMEs



Output & Results

Comprehensive survey "Economic impact assessment of the photonics sector in Scotland" carried out by SOA and Analytical Consulting Ltd.

Survey of SMEs "Barriers to Uptake of IP"

68- page guide for entrepreneurs in the high tech sector particularly in photonics

Event to highlight barriers to entry in the exploitation of IP particularly in the area of photonics.



Beneficiaries

Direct

Innovation infrastructure by promotion of resources available:
SMC, Photonix, Optocap, COSMIC, IoP, PIC, etc.

Indirect

TTOs

Nascent entrepreneurs in business, science and engineering schools

SMEs

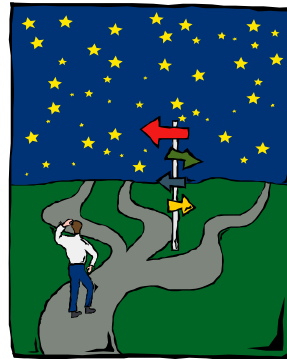
Innovation support system in Scotland



Challenges

TIME !

SMEs have insufficient staff resource to e.g.
respond to surveys or attend events
Decisions based upon "is it going to make
money for the company this year"



People

- Are PhD Students the right people to rely on for new business creation
- How can technical skills be augmented with leadership, finance, marketing, operations expertise
- Do the right networks exist?



Resources created

- **Entrepreneurship guide**
Surveys
Event presentation
- **University IP exploitation**
Universities (creators) overvalue their IP by basing it on the resources used to create it
Those seeking to exploit IP base value on its potential: market and risk



Good Practice

- Successful 'event'
 - How to engage with community
- Methodology of economic impact survey





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