

The background of the slide is a photograph of a modern interior space, possibly a hallway or a lounge area. The lighting is a mix of bright blue and white, creating a futuristic and high-tech atmosphere. The perspective is looking down a long, brightly lit corridor with a curved ceiling and walls. The floor appears to be dark and reflective. The overall mood is innovative and forward-looking.

NetVal September 2016

Tom Hockaday
technology transfer innovation

www.technologytransferinnovation.com

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Communicating the impact of technology transfer: who is the target audience?

Tom Hockaday
technology transfer innovation

Impact

REF2014
Research Excellence Framework

Key facts

The research of **154**
UK universities was assessed

They made **1,911** submissions including:

- **52,061** academic staff
- **191,150** research outputs
- **6,975** impact case studies

36 expert sub-panels reviewed
the submissions, overseen
by **four** main panels:



Communicating



IMPACTS



Impact stories



Driverless cars

Oxbotica, spun out from Oxford's Mobile Robotics Group with support from Isis Innovation in late 2014, is already set to provide control systems for 40 driverless pods which will carry people around Milton Keynes city centre as part of the UK's multi-million pound driverless car challenge.

The company will manage and expand the large and rapidly growing pool of intellectual property created by the Mobile Robotics Group to meet the demand for smart robotics and autonomous systems. Current projects include robotic survey systems for roads and railways, low-speed driverless pods for urban transport, a robot electric car, and robot rooms for use on Mars.

Oxbotica aims to overcome the limitations of navigation technologies such as GPS, which don't work when navigating tunnels, indoor car parks or even forests. GPS is also unable to provide the positioning necessary to safely navigate city streets, where mere centimetres can make a difference between safety and a collision.

Professor Ingram Pinner said: "We believe University's robotics expertise can transform a wide spectrum of application domains. Our in-house range from devices that survey our roads to chemical plants to autonomous systems logistics and, of course, autonomous driving."

"Oxbotica may be one of the few companies in the world to rival Google in driverless cars," said the Wall Street Journal, naming Oxbotica one of the Top 10 Tech Companies to Watch in 2015.



Professor Paul Newman, Oxbotica co-founder

"It's important that the UK invests not only in its research institutions and the technology that underpins autonomous self-driving vehicles but also that it supports and builds companies that can exploit that technology to the market."

It's time to transition the UK's leading edge intellectual property in mobile autonomy from our research to global markets in a coherent and integrated fashion. We created Oxbotica to accelerate this transition."

www.oxbotica.com

The Government's watchdog

For more than a decade, Oxford University Consulting has worked with the National Audit Office – often called the "Government's watchdog" – to scrutinise spending and find opportunities for savings. It is estimated that the National Audit Office saved taxpayers at least £1.1 billion in 2013.

Oxford University Consulting has undertaken more than 200 independent academic reviews of the reports that hold government to account for how it spends public money. The aim of these Value for Money audits is to promote beneficial change through improvements to public service delivery, governance and savings, and efficiencies.

The reports cover topics such as the NHS, major defence projects and local services. They assess whether value for money has been achieved, considering Economy, Efficiency and Effectiveness of spending.

Oxford University Consulting has undertaken full "value for money" studies for the Office using staff based in the Oxford Internet Institute. They have set up training with experts at the Saïd Business School and the Departments of Economics and Sociology.

Oxford University Consulting has enabled more than 50 Oxford academics to contribute to ensuring that the value for money audits are robustly analytical, evidence-based and evaluative with clear conclusions and recommendations for stimulating change.

Academics often relish the opportunity to carry out this type of consultancy because they see their academic expertise having real world impact.

"...we have had various beneficial effects on the National Audit Office itself, and its methods for conducting Value for Money reports. Of all the government work that I have done, this is probably the work that has had the most direct positive impact."

Professor Anthony Heath, Emeritus Professor of Sociology



www.isis-innovation.com

Diagnosing liver disease early



Perspectum Diagnostics was Oxford's Radiolife. The company is aiming to use tests to diagnose liver, kidney and heart disease.

Early diagnosis of liver disease can save many patients and doctors save and often painful needle biopsies are also avoided and a 0.1 per cent

software which will allow provide a detailed picture of livers. The company's "Liver Index" and provides detailed inflammation, fibrosis and iron that can guide the need for

clinical trials in Birmingham and Oxford, which can detect serious liver disease has 10 per cent of the UK of the population in the is faced by doctors is early it appears only after damage

ing epidemic worldwide, mainly due to rising

stages of liver disease will save lives and our health system."

scientist looking to set up a spin-out company would go early, and choose the right people for your team is as least as important as the actual idea and the

our Stefan Neubauer is non-executive director of Perspectum Diagnostics and the Oxford Centre for Clinical Diagnostic Research.



www.perspectum-diagnostics.com

TTO Impacts



The screenshot displays the Oxford University Innovation website. At the top, there are logos for 'OXFORD UNIVERSITY INNOVATION' and 'UNIVERSITY OF OXFORD'. A 'Contact Us' button is visible in the top right corner. Below the logos is a navigation menu with the following items: ABOUT, TECHNOLOGIES AVAILABLE, INVESTMENT OPPORTUNITIES, CONSULTING SERVICES, INNOVATION CONSULTANCY, CLINICAL OUTCOMES, INCUBATOR, FOR UNIVERSITY MEMBERS, and NEWS, EVENTS & PUBLICATIONS. The main content area features a large image of test tubes with colorful liquids. Overlaid on this image is the text 'Impacts from Oxford technology' in a large, white, sans-serif font. Below this text is a blue button with the text 'Read more >'. At the bottom of the main content area, there is a white box containing the text 'We help Oxford ideas come to life' in a purple, sans-serif font. Below this box is a smaller line of text: 'Oxford University Innovation is a wholly-owned subsidiary of the University of Oxford.'

OXFORD UNIVERSITY INNOVATION

UNIVERSITY OF OXFORD

Contact Us >

ABOUT TECHNOLOGIES AVAILABLE INVESTMENT OPPORTUNITIES CONSULTING SERVICES INNOVATION CONSULTANCY CLINICAL OUTCOMES INCUBATOR FOR UNIVERSITY MEMBERS NEWS, EVENTS & PUBLICATIONS

Impacts from Oxford technology

Read more >

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#StartedInOxford



The screenshot shows the homepage of Oxford University Innovation. The header features the Oxford University Innovation logo and the University of Oxford crest. A navigation bar includes links for ABOUT, TECHNOLOGIES AVAILABLE, INVESTMENT OPPORTUNITIES, CONSULTING SERVICES, INNOVATION CONSULTANCY, CLINICAL OUTCOMES, INCUBATOR, FOR UNIVERSITY MEMBERS, and NEWS, EVENTS & PUBLICATIONS. A 'Contact Us' button is in the top right. The main banner image is a collage of three photos: scientists in a lab, a large industrial machine, and a researcher using a microscope. The text '#StartedInOxford' is overlaid on the left photo, with a 'Read more' button below it. The tagline 'We help Oxford ideas come to life' is centered below the banner, followed by the text 'Oxford University Innovation is a wholly-owned subsidiary of the University of Oxford.'

Oxford University Innovation

UNIVERSITY OF OXFORD

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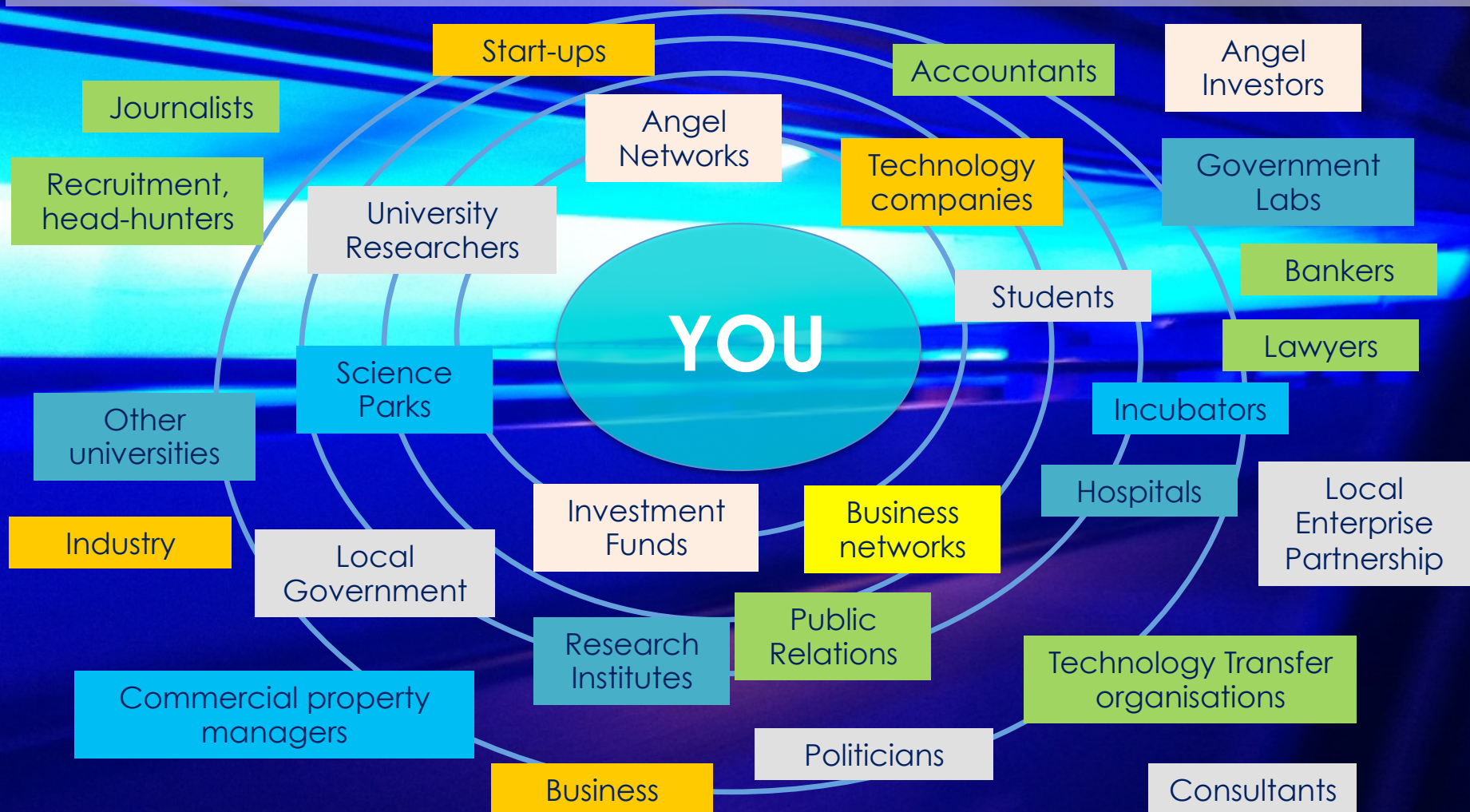
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[Read more](#)

We help Oxford ideas come to life

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The Innovation Community



Where it starts





Where does it go?

Audiences

- University Administrators/Managers
- University Academics
- University Researchers
- University Students & Parents
- Government
 - Local
 - Regional
 - National
 - International
- General public
- Industry
- Institutions

Target Audiences

- University Administrators/Managers
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“Universities do technology transfer as part of their mission to deliver impact for society (including the economy)”

University KE Framework: good practice in technology transfer.

Report to UK higher education sector and Hefce by McMillan group, September 2016

The wise TTO

- Explain how you improve the brand
- The wise TTO will put a large amount of effort into helping the university understand how the TTO brings substantial value to the university in many different ways, and how the TTO activities strengthen the university brand.

Who is responsible?

- New Director of Marketing and Advancement appointed
- She leads a team of staff covering media and corporate relations, internal and student communications, web and digital, recruitment and corporate marketing, UK student recruitment, enquiries and schools liaison.
- As [University's] first Director of Marketing and Advancement, she will be responsible for leading **six key areas of activity – marketing, student recruitment, design and print, communications, development and alumni relations, and the international office.**

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Oxford University INNOVATION **UNIVERSITY OF OXFORD**

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#StartedInOxford

[Read more](#)

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How

1. Explain how you improve the brand

Economic – industry, start-ups, jobs

Social, Cultural, Political – healthcare, environment

Alumni

2. Work with University to create stories

Press office, communications office

Speeches, Annual Reports

TECHNOLOGY TRANSFER INNOVATION

[HOME](#)[ABOUT](#)[ARTICLES](#)[CONTACT](#)

Tom Hockaday

Tom Hockaday is a leading expert in university technology transfer leadership, management and activities. He led the technology transfer activities at the University of Oxford for ten years from 2006 to 2016, having started at Oxford in 2000.

Tom has over 27 years experience in this field;

Tom Hockaday is an independent private consultant, working with a number of clients in the university technology transfer sector.

[CONTACT](#)