



West Midlands Innovation Accelerator Launch Event

supporting your business
to grow

Locally-led Innovation Accelerators delivered in partnership with DSIT, Innovate UK and City Regions



Innovate UK



West Midlands Combined Authority

Agenda

- 09:00 – 09:35** **Pam Waddell, Director, Innovation Alliance for the West Midlands** – Kick off welcome from Innovation Alliance for the West Midlands to this Innovation Policy & Practice Event
- 09:35 – 09:40** **Joanna Birch, Director, Innovation Enterprise & Employability, BCU** – Welcome to STEAMhouse
- 09:40 – 09:50** **Mike Wright, West Midlands Innovation Board Chair** – The regions innovation story
- 09:50 – 09:52** **Andy Street, Mayor of the West Midlands** – Congratulations to the final projects
- 09:52 – 10:10** **Dean Cook, Director, Place & Levelling Up, Innovate UK** – Innovation Accelerator development
- 10:10 – 11:00** **Switch the Pitch** – What's live and coming from all five Innovation Accelerator projects
- 11:00 – 12:00** **Expo**



Mike Wright

West Midlands Innovation Board

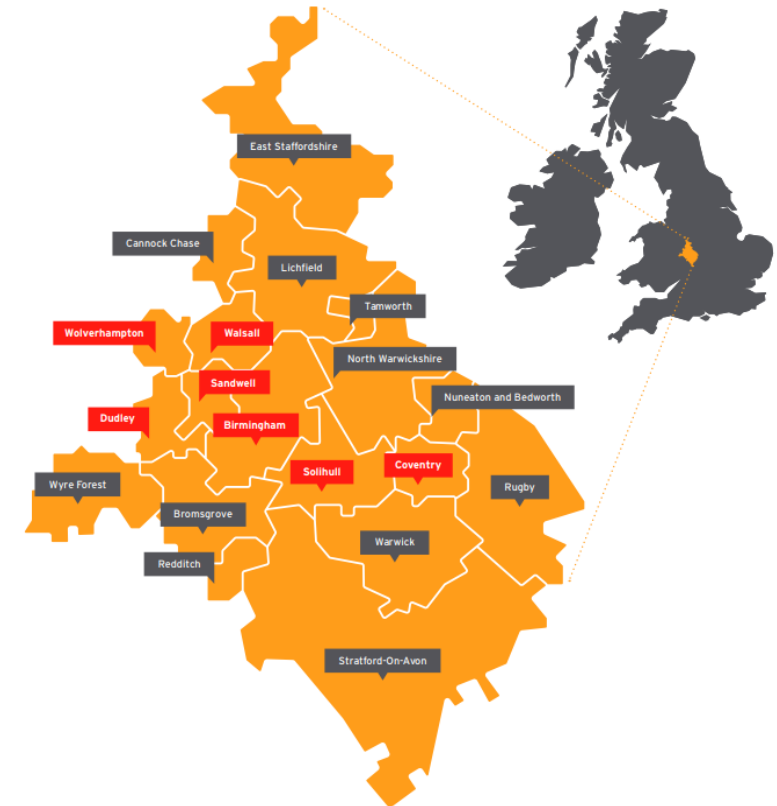


West Midlands Innovation **Welcome to the Innovation Revolution**

July 2023

Welcome to the West Midlands

- **Centrally located** - 90% of the UK is within four hours of the West Midlands. High Speed Rail 2 (under construction) will mean you can get from the West Midlands to London in under 38 minutes
- **Globally connected** - One of the fastest growing airports in Europe to over 400 global destinations
- **Three interconnected cities** - Birmingham, the UK's most investable city, as well as Coventry and Wolverhampton
- **4.7 million people**, one of the UK's youngest and most diverse regions and including 60,000 graduates trained every year
- **Fastest growing regional economy in the UK** including a £3.3bn innovation economy
- **Top 100 European location** for innovative start-ups and scale-ups



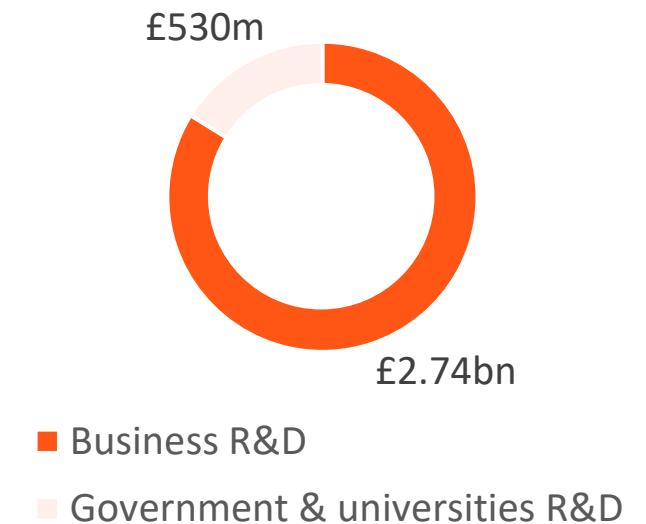
THE UK'S LEADING INNOVATION LOCATION:

WHERE INNOVATIVE FIRMS SET UP & SCALE TO SUCCESS



- **Regional business investment in R&D has doubled** between 2009-2019
- **High density of prime firms** including Jaguar LandRover, Aston Martin, Goldman Sachs, Mondelez International, EON, BT and Amazon.
- **Eight universities**, part of a wider regional universities alliance that generate the UK's most inventions & patents per unit of research income and including two in the global top 100 - University of Warwick & University of Birmingham
- **Three UK Catapult Centres** where you can access specialist R&D equipment, and market specific technical & commercial knowledge transfer
- **11 science parks** focusing on green innovation, health innovation, and digital & data innovation
- **100+ innovation accelerator** & incubator programmes
- **2 million square foot available** high-quality office, lab & mixed use space

West Midlands R&D Economy (expenditure per annum)



ONE OF THE UK'S MOST EXCITING PLACES FOR INNOVATION TALENT



A young, diverse, and entrepreneurial talent base



Dedicated support for your skills and hiring needs

- 230,000 skilled workers within 45 minutes of West Midlands – highest outside Greater London
- 33% of residents hold a technical or higher-level skills qualification - amongst the highest in the UK
- Network of universities, business schools, and further education colleges able to meet bespoke training requirements
- Dedicated regional funding for skills & hiring bootcamps that can be designed around your business skills requirements

166,760 students

72,000 graduating from across **157 countries**

28,000 qualifying with postgraduate degrees

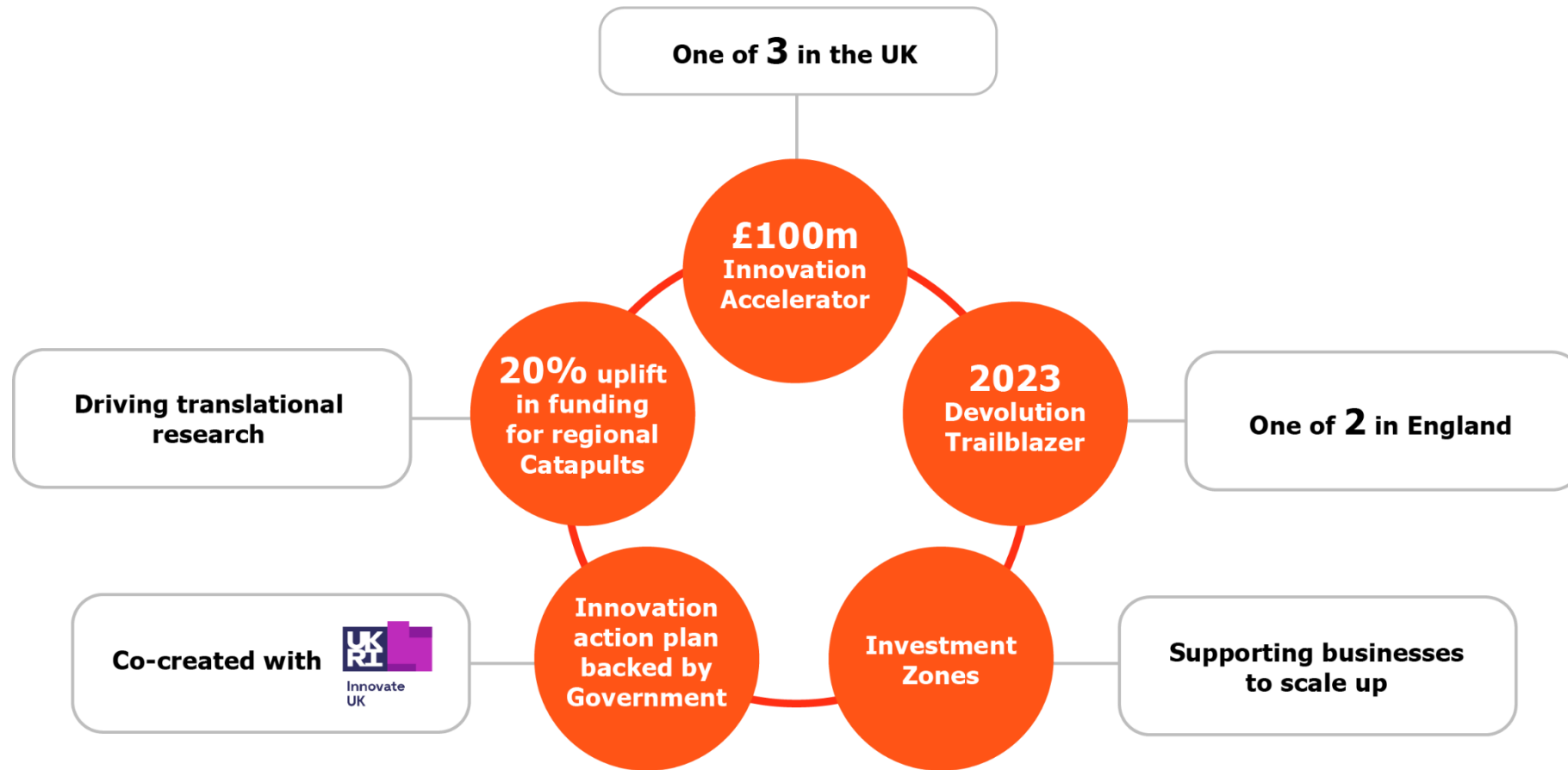
Strong talent retention trends

Over **500** graduate start-ups still active after 3 years

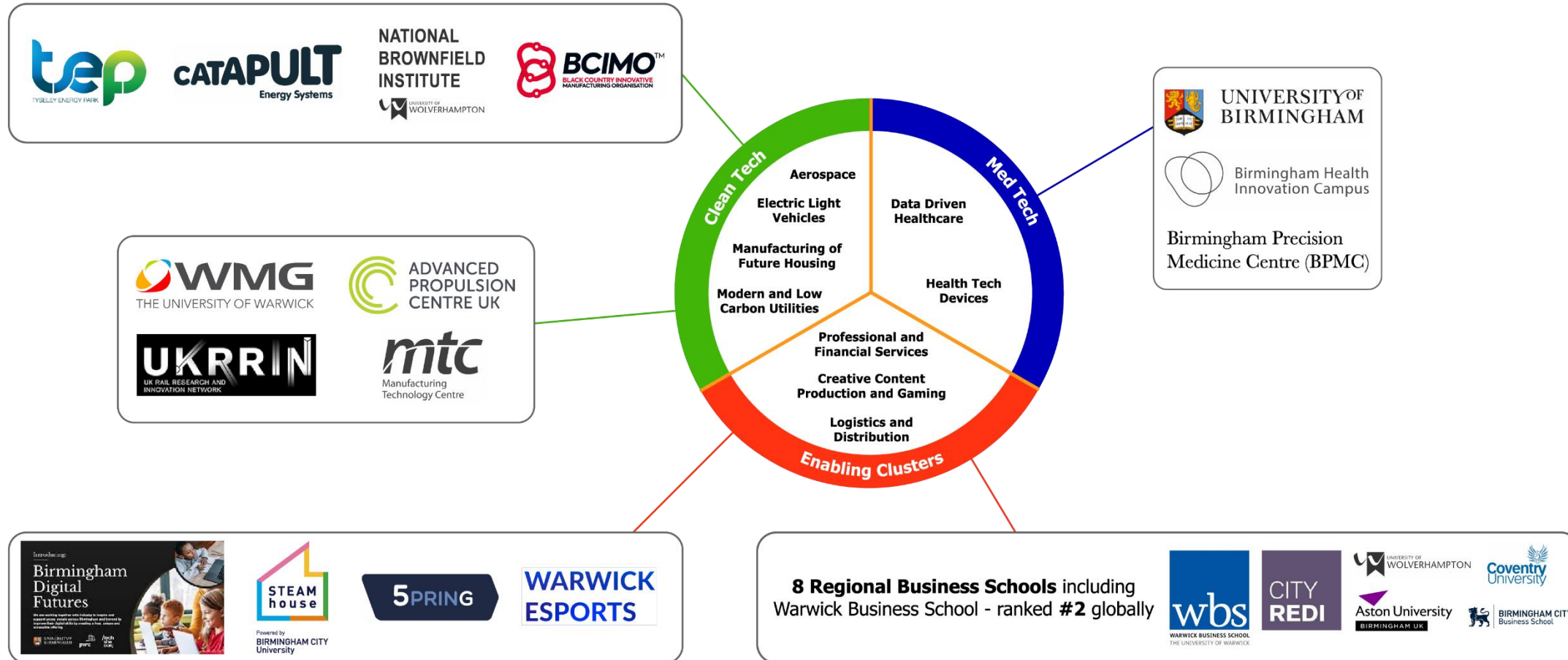
51% UK based graduates in employment are working in the West Midlands

76% are in high-skilled employment

UK GOVERNMENT BACKING TO GROW OUR INNOVATION ECONOMY

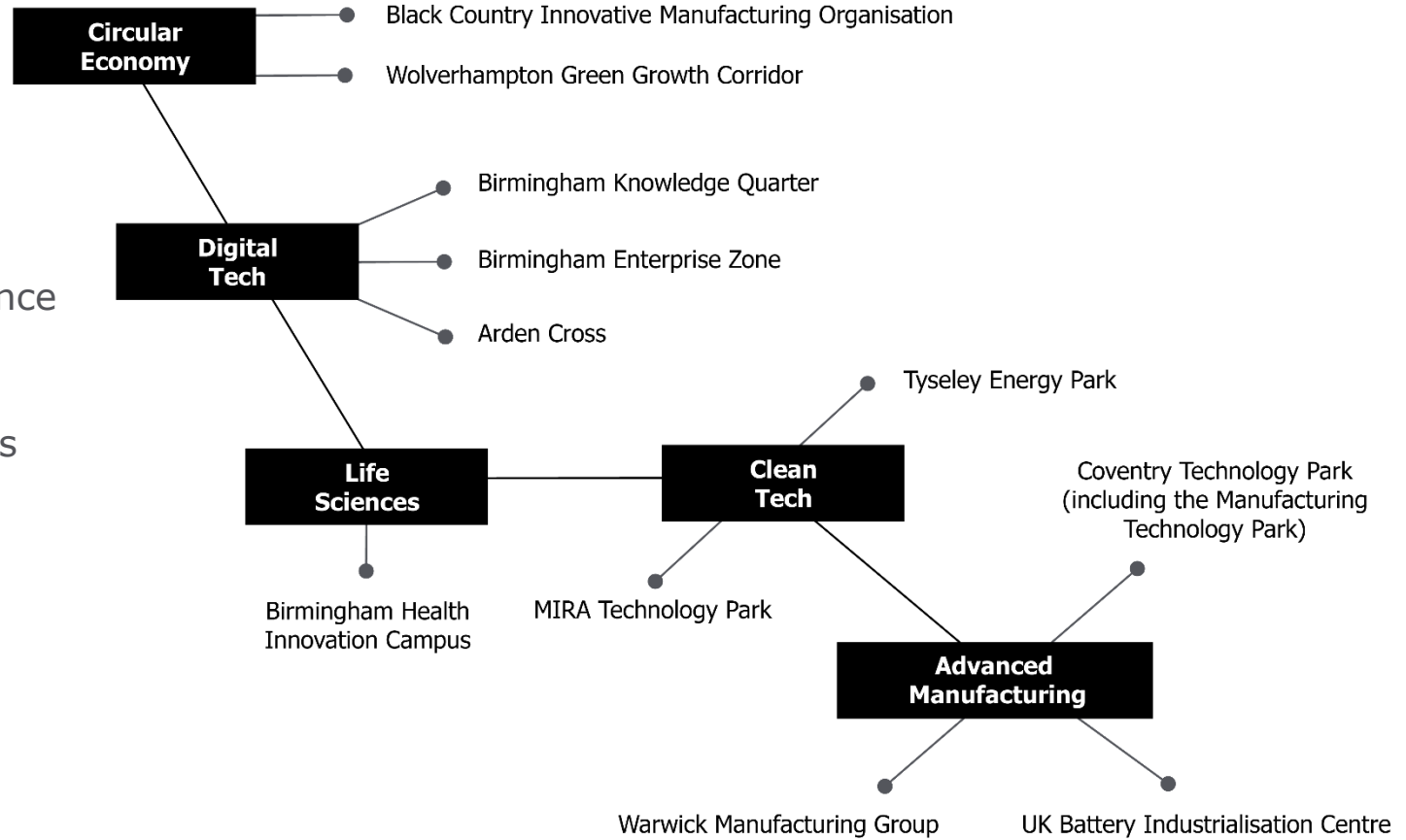


INDUSTRY CLUSTERS AT THE FRONTIER OF GLOBAL GROWTH



HIGH DENSITY OF WORLD CLASS INNOVATION DISTRICTS

- **11 science parks** devoted to low carbon, tech and life sciences
- **129 IP-rich University spinouts** since 2000
- Top-quality flexible office space at less than half the cost of London



INNOVATION NETWORKS: CONNECT WITH LIKE-MINDED INNOVATORS

- The **West Midlands Innovation Programme** provides free access to a range of demand led, cross-sector innovation support programmes available to support business growth and access to new markets
- Innovation networks regularly bringing together nearly 1,000 regional businesses and wider stakeholders, as well as access to one-to-one targeted business support through an extensive portfolio of wider innovation support projects across the region
- The **Innovation Alliance** acts as the 'engine' for the programme and provides sector specific ecosystem access points through a team of partner innovation experts, as well as flagship Innovation Events including VentureFest



BENEFIT FROM BEST-IN-CLASS SOFT LANDING SUPPORT AND RELATIONSHIP MANAGEMENT

West Midlands Growth Company promotes inward investment into the West Midlands, with complimentary support through the **Investor Catalyst** programme



In-depth research, tailored insights and benchmarking against other locations



Consultative support throughout business case creation



Comprehensive, impartial property searches



Tailored launch communications and PR consultancy support



Facilitated access to world-leading universities, to explore R&D and graduate talent



Signposting & support when accessing public and private finance



Networking and intros to over 100+ WMGC partners (ranging from global MNCs to local service providers)



Bespoke familiarisation visit programmes.

FUNDED MARKET ENTRY SUPPORT ESTABLISH IN UK AND SCALE QUICKLY



Delivered in partnership with innovation and real estate experts

Global Growth Programme helps companies thrive at the heart of the UK's fastest growing tech cluster.

In addition to WMGC's investor support, successful firms will be based at Bruntwood SciTech's **Innovation Birmingham** – a next-generation city-center campus where innovative scale-ups thrive in an entrepreneurial, high-technology environment:



Nine month's funded, high-quality commercial **workspace**



Extensive **calendar of industry integration** and **networking opportunities**



UK company set-up, market entry & innovation services support



Tailored professional service offerings

Bruntwood SciTech

Over 500 cutting-edge, disruptive science and technology firms operate within Bruntwood SciTech's Innovation District network

In the last 5 years, Bruntwood SciTech have supported 407 companies who have raised £116m through 42 investment deals and £8.7m through 25 grant awards.

ACCESS TO INVESTMENT INCENTIVES



Midlands Engine Investment Fund

- Over £300m of investment for growth SMEs, with a further £400m to follow
- Proof of concept up to £750k, equity of between £50k and £2m, debt finance up to £1.5m, and small business loans up to £150k



West Midlands Investment Fund

- (£25m) flexible fund targeted at growth businesses



Midlands Mindforge

- Aims to raise up to £250m from strategic corporate partners, institutional investors and qualifying individuals.



Minerva Business Angels

- National network of investors, based out of University of Warwick Science Park. It provides access to both angel investment as well as investor expertise
- Network of established equity providers located in the region, focusing on regional investment opportunities



DEVOLVED SKILLS FUNDING FOR BESPOKE HIRING AND UPSKILLING SERVICES



- dedicated employer service to support employers in accessing hiring and training solutions
- accredited qualifications from entry level through to modularised Level 4 and 5
- sector based work academies – working with industry to develop an entry level talent pipeline
- skills bootcamps – programmes designed with employers to meet specific skills need. These include digital, green and sustainability, logistics, advanced manufacturing and engineering and retrofit
- dedicated employer services team to support employers in accessing training solutions

TO BEGIN YOUR WEST MIDLANDS JOURNEY

Click onto:

www.investwestmidlands.com





Andy Street

Mayor of the West Midlands



Dean Cook

Director, Place & Levelling Up, Innovate UK



Innovation Accelerator Programme - West Midlands

Dean Cook - Director of Place and Levelling up
12th July 2023



Levelling Up and R&D

- “By 2030, domestic public investment in R&D outside the Greater South East will increase by at least 40%, and over the Spending Review period by at least one third. This additional government funding will seek to leverage at least twice as much private sector investment over the long term to stimulate innovation and productivity growth.”



UKRI Councils



Arts and
Humanities
Research Council



Biotechnology and
Biological Sciences
Research Council



Economic
and Social
Research Council



Innovate
UK



Medical
Research
Council



Natural
Environment
Research Council



Science and
Technology
Facilities Council



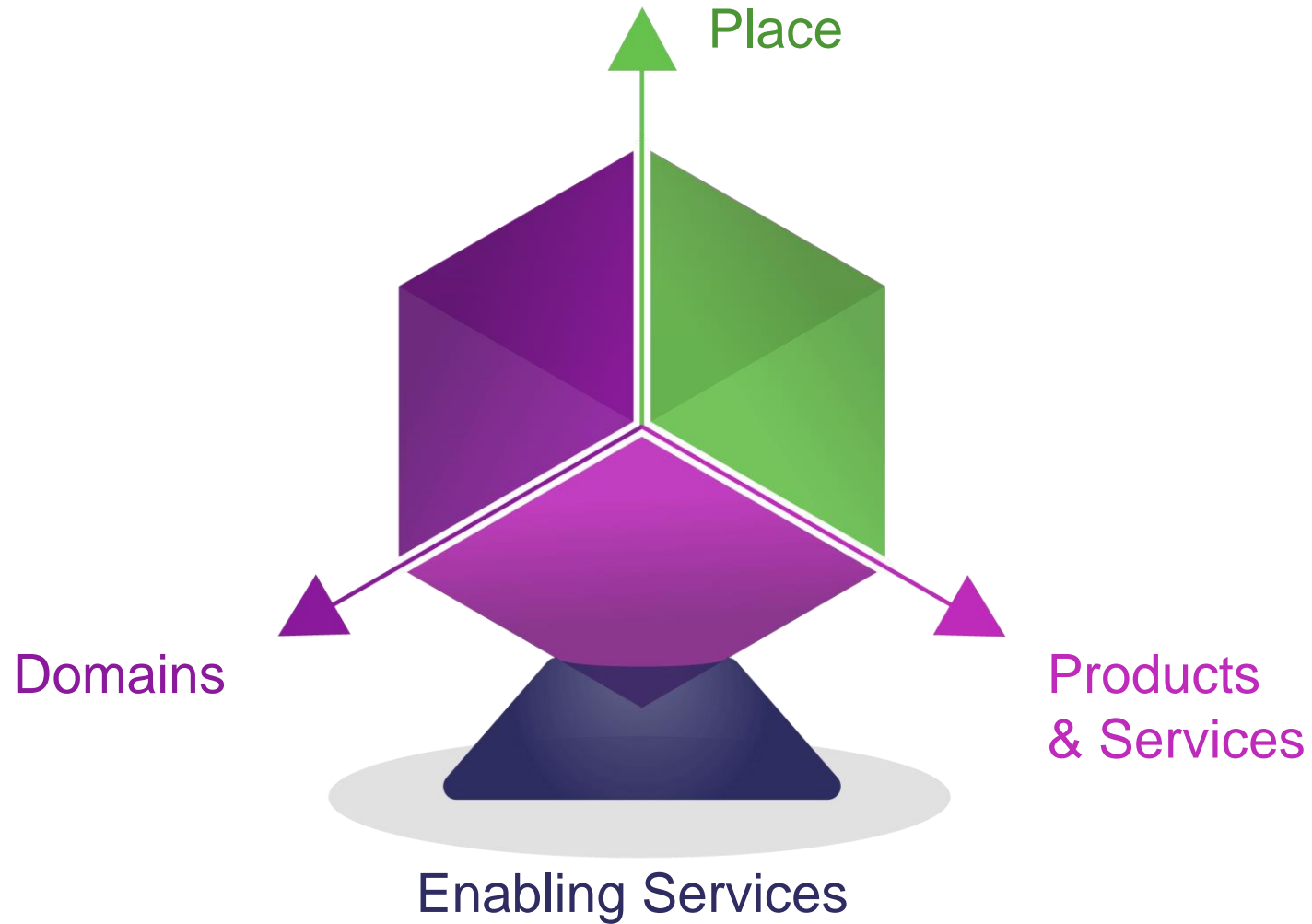
Engineering and
Physical Sciences
Research Council



Research
England

- The largest public funder of R&I in the UK. We are 9 councils working together, covering all sectors and disciplines
- We are part of a system, working with academia, business, public sector, third sector, and international partners – we are the ‘smart connector’
- We have a great opportunity to do R&I better, creating a system that gives everyone the opportunity to contribute and to benefit.
- **UKRI a new organisational objective to “Deliver economic, social, and cultural benefits from research and innovation to all of our citizens, including by developing research and innovation strengths across the UK in support of levelling up”**

Innovate UK | as a cube of activity



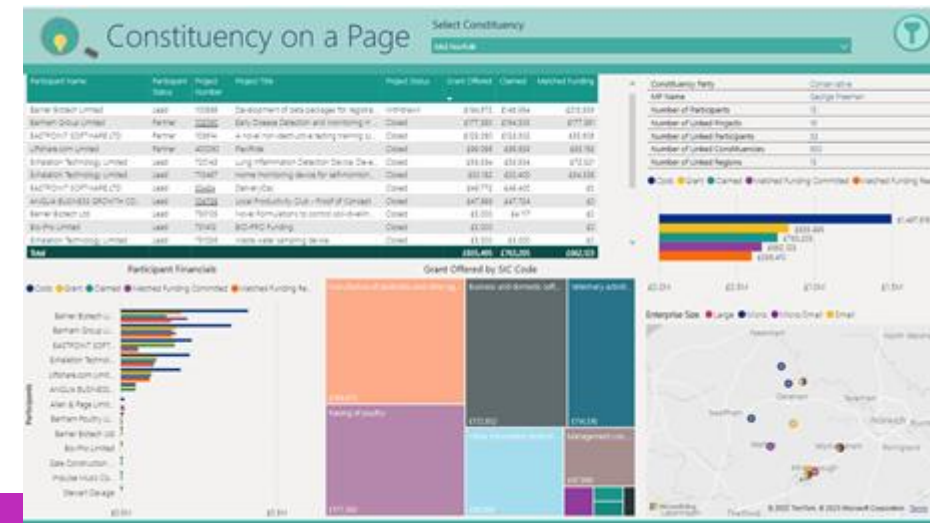
Innovation Accelerators

- *"Innovation Accelerators will develop UK innovation clusters, boosting economic growth by investing in high-quality projects to grow R&D strengths, attract private investment, boost innovation diffusion, and maximise the combined economic impact of R&D institutions.*
- *They will empower local areas by bringing together national and local government, industry and R&D institutions in a long-term partnership."*



Aligned to wider support for Clusters

- Innovation Accelerators - £100m new investment between 2022-25 to pilot three IAs (Greater Manchester, West Midlands & Glasgow City Region).**
 - Each Accelerator led locally - each partnership has developed a strategic plan and identified transformational projects to grow their innovation ecosystem.
 - Innovate UK working in co-creation to assess projects and support each partnership that is empowered to decide the final portfolio of projects.
- Launchpads - new initiative of up to £46m (this SR) for regional investment to build SME innovation clusters and support levelling up.**
 - Each Launchpad to be co-designed in partnership with local leadership - tailored to the local ecosystem. **2** pilots in 22/23, **10** this SR
- Clusters mapping - research, and data visualization tools, working in partnership to map research and skills capability, business & finance.**



Accelerated Programme Development in Co-creation

Spring 2022

- IA partnerships established
- Partnerships develop local plans

Summer 2022

- Local plans endorsed by IA programme board
- Partnerships begin to identify fundable projects

Autumn 2022

- Project proposals are submitted to IUK
- IUK draws up shortlist of projects which meet quality criteria

Winter 2022

- IA partnerships select projects to fund from shortlist.

Spring 2023

- Funded projects due to begin

A hand in a blue suit sleeve is shaking hands with a glowing orange hand. The background features a network diagram with white nodes and lines on a dark blue gradient. A bright light source is visible at the bottom right, creating a lens flare effect.

**A pathfinder
to doing
things
differently**

.....and now the exciting innovation begins

- 26 Projects funded across the programme - 5 in the West Midlands
- The West Midlands Innovation Board has targeted investment on projects enabling new solutions around Medical and Clean Technologies:
 - **West Midlands Health Tech Innovation Accelerator**, led by the University of Birmingham (Health/Med Tech)
 - **Clean Futures**, led by Connected Places Catapult, in conjunction with Black Country Innovative Manufacturing Organisation and Coventry University (Clean Tech)
 - **The West Midlands Innovation Programme**, led by West Midlands Combined Authority (Clean Tech & Health Tech)
 - **The Biochar Clean Tech Accelerator**, led by Aston University (Clean Tech)
 - **Digital Innovation Transformative Change (DIATOMIC)**, led by Connected Places Catapult, in conjunction with Aston University, Birmingham City Council, Birmingham City University, Greater Birmingham Chambers of Commerce, and University of Birmingham (Health & Clean Tech)



Switch the Pitch

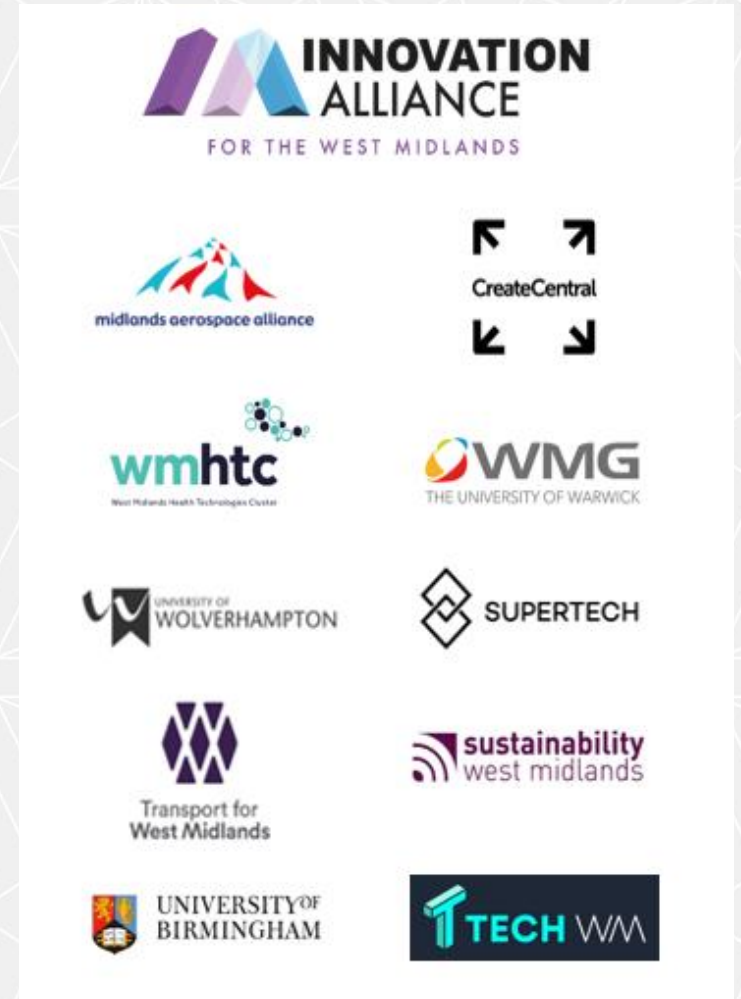
West Midlands Innovation Programme

Iain Mansell, WMCA

Yiannis Maos, Tech WM

About the Programme

- The West Midlands Innovation Programme provides free access to a range of demand led, cross-sector innovation support programmes available to support business growth and access to new markets.
- Innovation networks regularly bringing together nearly 1,000 regional businesses and wider stakeholders, as well as access to one-to-one targeted business support through an extensive portfolio of wider innovation support projects across the region
- The Innovation Alliance acts as the 'engine' for the programme and provides sector specific ecosystem access points through a team of partner innovation experts, as well as flagship Innovation Events including VentureFest





Focus

- piloting and scaling cross-sector and demand-led innovation interventions – we find the market opportunity then support you to respond
- engaging with public R&D assets in areas with a credible case for commercial success
- accessing funding to scale successful pilots
- catalysing projects that address net-zero and health inequalities, plus a range of wider multi-sector opportunities
- promoting the region's R&D&I strengths and networks globally to attract talent, partners and investment



Predicted Outputs

15 new demand-led business support programmes developed and delivered

250 new collaborations, many of them cross-sector

650 businesses assisted

80 new jobs

100 innovation network events for **6000** attendees

£20m private and public sector resource leveraged





INNOVATION ALLIANCE WORKING GROUPS & EVENTS



AI & FUTURE TECH FORUM



INNOVATIVE HEALTH WORKING GROUP



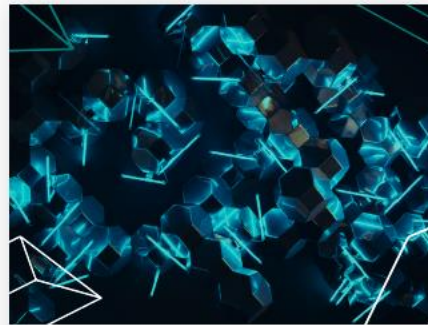
INNOVATIVE ZERO CARBON WORKING GROUP



INNOVATIVE MANUFACTURING WORKING GROUP



INNOVATIVE TRANSPORT WORKING GROUP



CYBER WORKING GROUP



VENTUREFEST WEST MIDLANDS



INNOVATION SUPPORT FORUM



TTECH WM proudly presents

THE AI & FUTURE TECH FORUM

August 15, 2023 - 16:00 - 19:30

iCentrum, Birmingham

[REGISTER](#)





The AI & Future Tech Forum will bring together founders, entrepreneurs and business leaders from across the West Midlands. It will be a forum for sharing cutting-edge insight on emerging technologies such as artificial intelligence, quantum computing and augmented reality. Accredited technology experts; including professors, leading industry figures and technology execs will share unique and innovative thought leadership, and be on-hand to help startups and scaleups think about how they can incorporate innovative technologies into their businesses.



AI Strategy Working Group

Aim: Encourage collaboration, partnerships and opportunities across the ecosystem

The AI & Future Tech Forum

Aim: Give businesses the knowledge they need to innovate around AI and emerging technologies

West Midlands AI Strategy

Both the above groups will help form the region's AI strategy which will become part of the region's Digital Economy Strategy and supercharge the WM Plan for Growth



Locally-led Innovation Accelerators delivered in partnership with DSIT, Innovate UK and City Regions





www.techwm.com/ai

West Midlands Health Tech Innovation Accelerator

Liam Grover, University of Birmingham



West Midlands Health Tech Innovation Accelerator

**Programme Lead:
Prof. Liam Grover
Director, HTI & WMHTIA
University of Birmingham**



birmingham.ac.uk/wmhtia



@WMHTIA

West Midlands Health Tech Innovation Accelerator

Project awarded to an 18-partner consortium led by the University of Birmingham for a single, unified regional Health Tech Innovation Accelerator.



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£100m R&D levelling up funding awarded to accelerate innovation



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17 March 2023

The Innovation Accelerators programme is investing £100 million in 26 projects to accelerate the growth of three high-potential innovation clusters.

Health Tech Innovation Support – Regional/National Challenges



Market access & alignment

- Early-stage clinical input
- Technical expertise and facilities
- 'Pivot' potential for established businesses in other sectors
- NHS and global market entry support



Product development & regulatory support

- Access to regulatory support
- IP expertise
- Manufacturing
- Clinical trial design support



Investor readiness & access to private investor funding

- Support to become 'investor-ready'
- Access to funding



Unmet health needs & innovation opportunity

- Large diverse population within the region
- Higher deprivation levels and health inequalities
- Capacity challenges within NHS
- Innovation gaps



Development & retention of talent

- Less 'serial entrepreneurs' capable/keen to grow/retain businesses in the region



Space for development

- Lack of access to growth stage-specific spaces (notably lab) for development, with aligned support to start-up/fast-fail/scale-up businesses, in order to retain them regionally

Programme Workstreams

WS1: Diagnose

Lead: Medilink Midlands

Consortium-wide triage approach to diagnose company needs and development plan

WS2: Define

Leads: Aston & Warwick

Programmes of targeted training & support for innovators

WS3: Develop

Lead: UoB HTI

Innovation support for product development & prototyping

WS4: Deploy

Lead: UHB

Testing & evaluation services with global market access support

WS5: Diversify

Lead: MTC & WMG

Leverage strengths in manufacturing innovation to upskill companies within the sector, and support non-health tech companies and supply chains to expand into it

WS6: Demonstrate

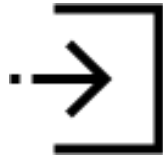
Lead: CityREDI

Ongoing evaluation and sustainability work to refine activities and create regional/national evidence base for 'what works' in Health Tech sectoral support

WMHTIA Workstreams

Providing a coordinated, end-to-end regional support system through six interlocking workstreams

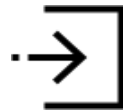
All companies enter via the **Diagnosis Front Door** where their business needs are identified so they can be directed to the appropriate support workflow



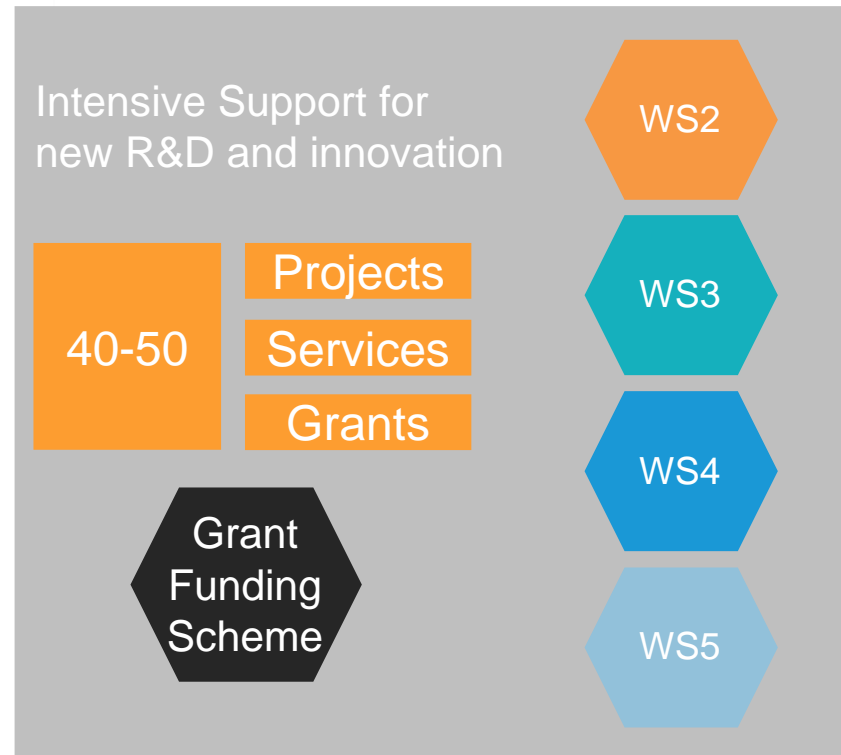
Planned Business Engagement

The programme will engage a minimum of 150 businesses with 40 to 50 of those businesses and innovators supported intensively

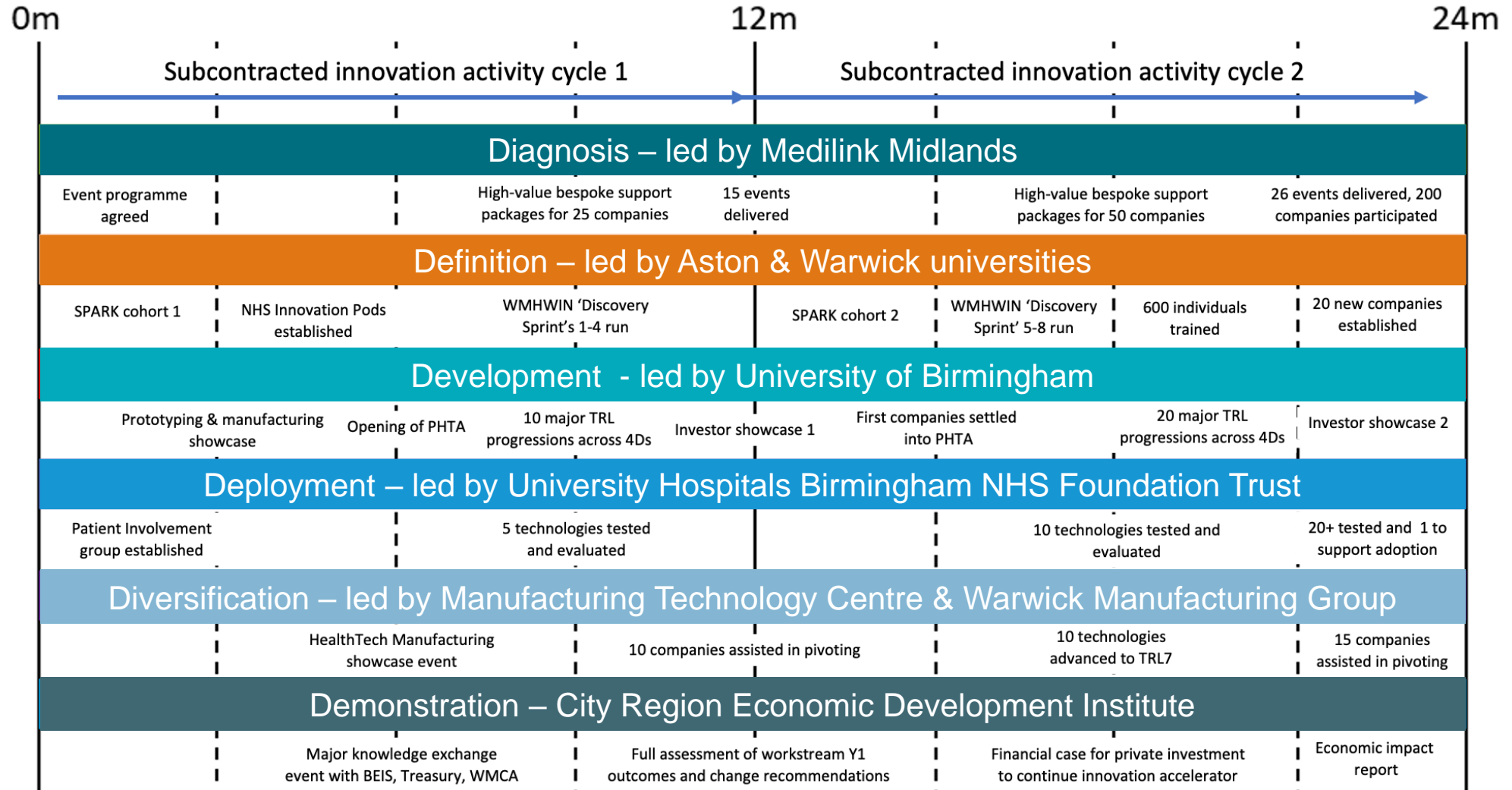
All companies enter via the **Diagnosis Front Door** where their business needs are identified so they can be directed to the appropriate support workstream



Minimum
150 companies



High-level Programme Outputs



Speak to the project team at our expo stand for more info!

If you're a high-growth potential innovator within the Health Tech sector we want to hear from you!

Get in touch via wmhtia@contacts.bham.ac.uk

Website – birmingham.ac.uk/wmhtia

Twitter - @WMHTIA

LinkedIn - **West Midlands Health Tech Innovation Accelerator**





DIATOMIC



DIATOMIC

digital innovation | transformative change

Accelerating place-based innovation in the West Midlands

Catherine Hadfield

DIATOMIC Programme Lead
Connected Places Catapult



DIATOMIC: DIGITAL INNOVATION TRANSFORMATIVE CHANGE



Programme Summary

The DIATOMIC Programme will build the **innovation capability and capacity** to drive **growth locally, prosperity nationally** and enhance the **reputation of the West Midlands globally**, by creating **an interdisciplinary, cross-cutting framework** that will become a model for other UK regions.

- Leverage the data economy
- Increase the spend with the social economy
- Embed entrepreneurialism into the fabric of society
- Create international trade
- Generate bilateral innovative solutions that respond to local and global challenges



PROGRAMME ELEMENTS



01

Digital Twin

Working towards ultimate ambition of a Digital Twin for the city.

Develop three use cases in energy systems, hydrogen fuel cells, and traffic air quality

02

Global Innovation

Support West Midlands international innovation agenda.

Build on existing international relationships.

Support WM SMEs in international market.

03

Accelerator

Run an accelerator that will solve a City Council key innovation challenge.

Support and coach SMEs on programme, opportunities for trials and testing.

04

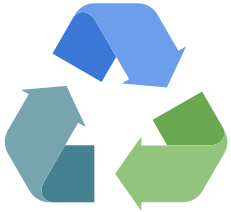
Inclusive Innovation

Develop first regional Inclusive Innovation Network, work with diverse SMEs through local innovation challenge (BCC), support work of CREME (AU)

ACCELERATOR CHALLENGE AREAS



Applications open 18th July



- How can we use **data collection & insights** to better understand the council's **assets and environment**, including stock condition and how spaces are used?
- How can we **monitor and record performance** of **service delivery** such as waste collections and repairs and maintenance?
- How can we **engage better** with citizens and **increase transparency** - ensuring clear communication channels between citizens and the council?
- How can we improve **training** and **knowledge sharing** for service teams?

ACCELERATOR KEY DATES



18th July

Applications open

8th August

Information Webinar

16th August

In –person information seminar Birmingham

10th September

Application deadline

11th-28th September

Shortlisting and selection.

24th October

Cohort welcome day

End: April
2024

MORE OPPORTUNITIES...



Global accelerator programme

- We will be working with a number of West Midlands SMEs to support them to enter an international market
- More info coming soon...

Inclusive Innovation Network

- We will be running an 'impact entrepreneurship' programme
- Working with SMEs in East Birmingham to support them to access real market opportunities


Digital Twin


- Opportunities for SMEs to engage in data collection and development of the use cases
- More info coming soon...

PROJECTED PROGRAMME IMPACT




 Up to **40** SMEs engaged through accelerators

 New models of innovative procurement developed


 Building on existing strengths and partnerships

 Leveraging data economy to promote place-based decision making

 Coordination of SME engagement in region

 Solutions for real world city challenges accelerated

 Promoting the West Midlands as the place to invest for innovation activities

 Inclusive innovation embedded across innovation economy

THANK YOU

Any Questions?

Catherine Hadfield

Catherine.Hadfield@cp.catapult.org.uk

Biochar Accelerator

Tim Miller, Aston University

Biochar CleanTech Accelerator

Energy & Bioproducts Research Institute (EBRI) and the Centre for the Circular Economy and Advanced Sustainability (CEAS)

Aston University and local industrial partners have developed an innovative pyrolysis technology able to transform organic material such as sawdust, fallen and diseased trees, dried chicken litter and agricultural straw, into commercially valuable bioproducts - **biochar, gas** and **liquids**.

We are looking for partners to commercialise biochar and related bioproducts

West Midlands companies are invited to join us to develop new low carbon products for growing markets such as:

- Low carbon fuel for boilers and engines
- Soil conditioners and products for improved plant, tree and animal health
- Biochar for carbon capture and credits
- Biochar for water treatment and odour control
- Biochar for building and composite materials
- Bioliquids for low carbon weedkiller, fungicide and plant growth enhancer

www.bioenergy-for-business.org
Email: biochar@aston.ac.uk



Clean Futures

Rebecca Goulding, Connected Places Catapult



CLEAN FUTURES

Supporting the West Midlands to be at the
heart of the Green Industrial Revolution

Rebecca Goulding

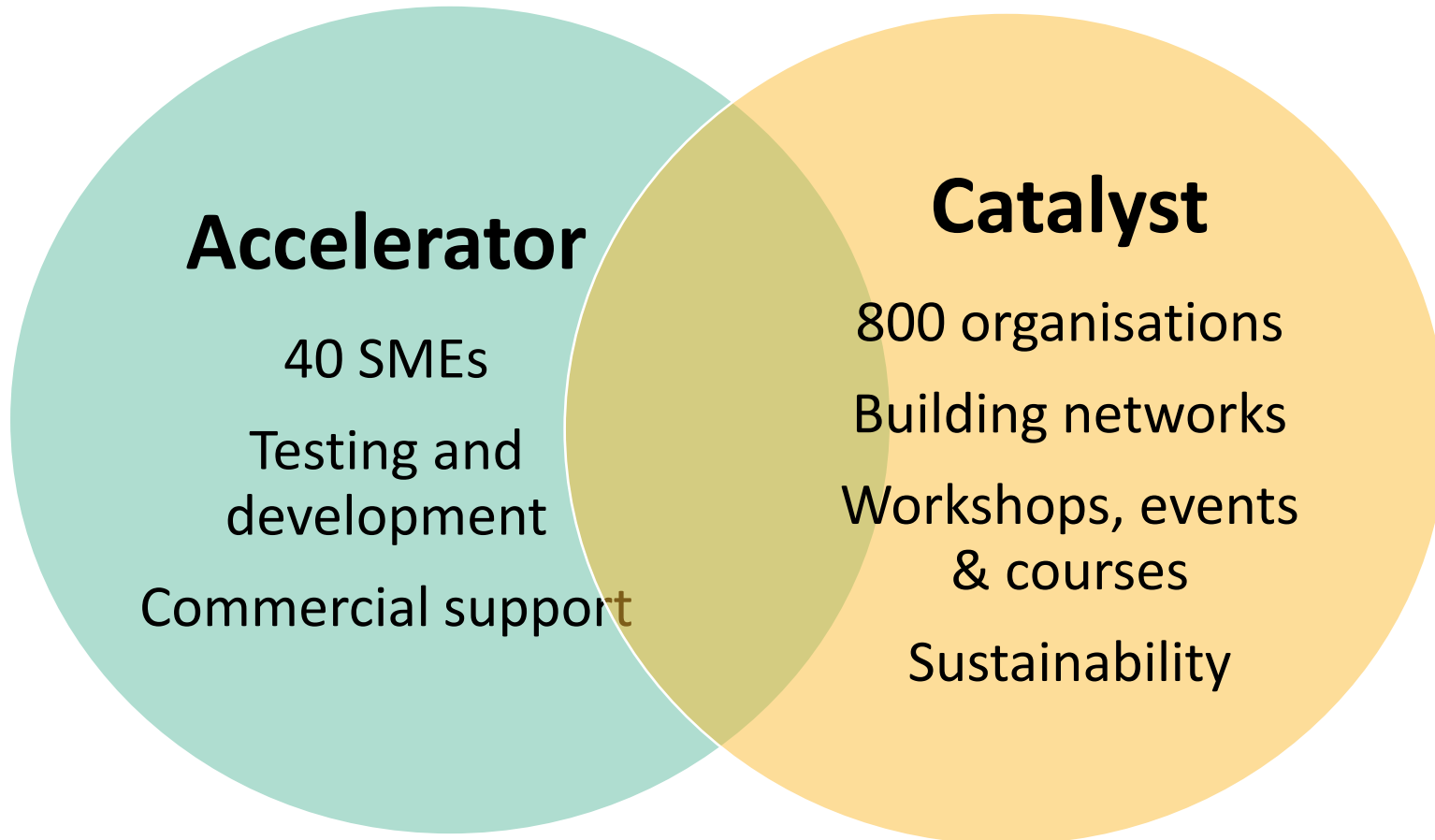
Accelerator Programme Team Lead
Connected Places Catapult



CLEAN FUTURES ACCELERATOR



A pioneering initiative aimed at driving economic growth and innovation in the West Midlands by supporting SMEs developing clean and sustainable solutions.



Opportunity



Collaborative working



Regional focus

ROAD MAP



SME Selection

Selecting the best 20 SMEs with innovative solutions that meet our challenges

Development & Testing Design

The SMEs will work with partners and to create operationally sound project proposals for testing their solutions.

Evaluation & Impact

Impact and value add of the programme will be evaluated, for the SMEs, partners and WM region.

Challenge Setting

Working with our ecosystem to select addressable market challenges that will achieve maximum impact

Catalyst Launch

Introducing our community that will foster collaboration and unearth opportunities and create our legacy.

Development & Testing Delivery

SMEs will carry out their development and testing projects in collaboration with partners. Commercial support will be delivered.

BENEFITS

We're excited to work with you!

Gain access to front line innovation and industry insight that will accelerator your business

- Up to £50k cash contrition for development and testing
- Commercial support to help your business grow
- Insights from buyers and supply chain
- Use of world leading test facilities from BCIMO and Coventry University
- Opportunity to showcase solutions to key industry stakeholders
- Access to cutting edge research
- Join a community to forge new collaborations
- Increase investment readiness
- Respond to real world challenges from industry leaders



PROJECTED PROGRAMME IMPACT



40
SMEs to be Accelerated



≤£50k
Per SME



£2m
In-kind contribution from SMEs



£2m
Trial funding



35+
Trials



66
Jobs will be created



£30m
Investment to be raised



£18.5m
CR&D & Commercial revenue



800
SME introductions to be facilitated



10
Events to be held

ACCELERATOR CHALLENGES



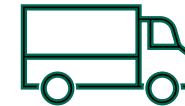
The challenges in this accelerator have been developed around the Very Light Rail and automotive manufacturing sectors, along with related supply chains.



Greener EV components: Design or produce components which reduce embodied carbon across the vehicle lifecycle



Circular Economy of transport: Design or manufacture solutions to reuse or recycle batteries and other vehicle components



Road freight alternatives: Design or produce systems or sub-systems enabling alternatives to traditional road freight, including using existing infrastructure, facilitating multi-modal freight transportation and exploring shared transport solutions



Greener transport infrastructure: Design or produce cost-effective solutions for clean transportation infrastructure



Future Fuels: Produce, transport or store alternative fuels such as hydrogen, biofuels or synthetic fuels

TEST FACILITIES



BCIMO

- 2.2km rail test track
- 15m radius test loop
- 870m long tunnel with test track
- World first rail rapid charger, supporting up to 450kw
- Split level platform
- Mule vehicles
- Mobility hub



Coventry University

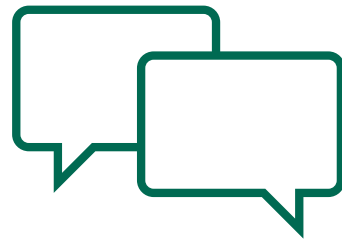
- E-mobility and clean growth
- Manufacturing and materials
- Design and human factors
- Advanced systems



CLEAN FUTURES CATALYST



Creating a community, ensuring sustainability



THANK YOU

Any Questions?

Rebecca Goulding

rebecca.goulding@cp.catapult.org.uk

EXPO