

# Aston - Design Factory Birmingham



# Design Factory Birmingham

- Design Factory Birmingham (DFB) hosted at Aston University is a state-of-the-art facility designed to inspire and facilitate innovation and design. It is a unique space that brings together students, staff, industry partners, and entrepreneurs to collaborate, learn, and create new products that solve real-world problems.
- DFB operates as a commercial entity providing consultancy services and end-to-end solutions to its clients, including: design thinking, software development, innovation, prototyping, data services, advanced manufacturing, testing, business incubation and production.
- DFB will have dedicated staff located on-campus with its own identity. It will host Aston students for placements and projects working on client-facing projects.



# What is “Design Factory” Global Network

Design Factory Global Network (DFGN): 37 innovation hubs, 25 countries, 5 continents.

**Mission:** to create change in the world of learning and research through passion-based culture and effective problem-solving.

Shared understanding and common ways of working enable collaboration and fosters *radical innovation*.

DFGN currently extends to almost all corners of the world with partners in five different continents. All Design Factories are created to drive change in the local context, whether it is hosted by a university or a research institution.

[Website](#)



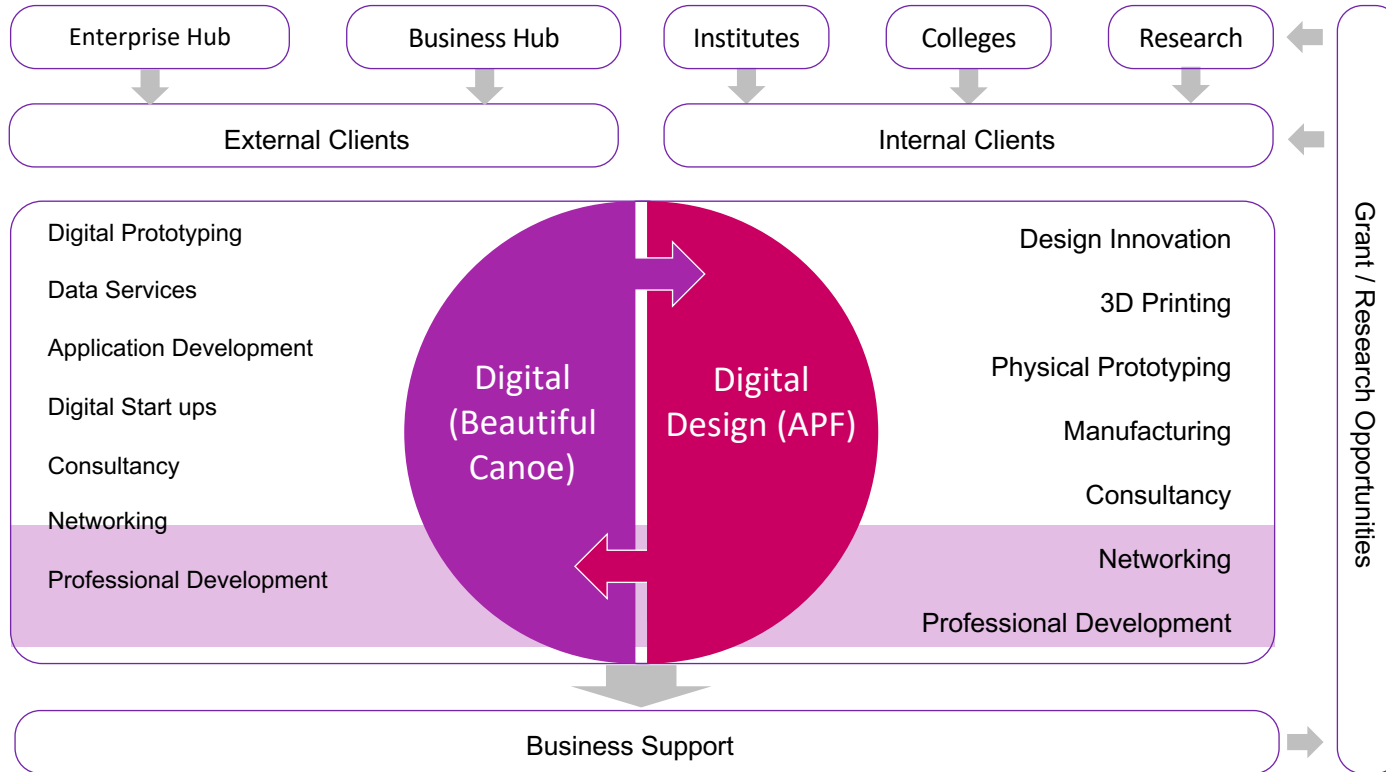
# Design Factory Birmingham -Vision

- To work as part of the DF Global Network but to offer support across the Midlands
- Works alongside the Business Hub / Enterprise Hub and other partners to providing the physical and Design and Digital expertise needed to realise business ambitions
- Independently supported small team to interface with business while employing students to support project work, giving them real world experience
- Drives a bold new creative and digital innovation mindset throughout UK business and University's
- Offer multi-disciplinary by design and be open to business
- Be a link between students and business, and business and research



Innovation, Commercialisation, Impact

# DFB Vision Pipeline



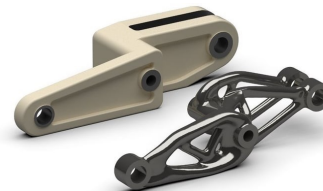


# Design Factory Birmingham

Birmingham needs a base to strengthen the economy which bridges the divide between business and academia. Design Factory creates an opportunity to innovate, empower students and business to work together

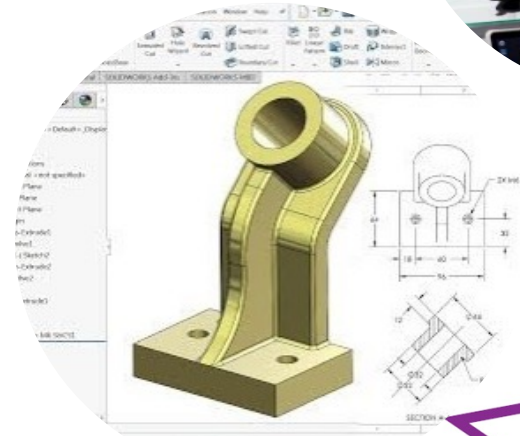
To creating a world leading space for digital and design innovation providing a focused offering in:

- Digital Support
  - Data Science
  - AI
  - Machine Learning
  - Software Engineering
  - Communications and Cybersecurity
  - Data analytics
  - App Development
- Digital Design Support
  - Digital Design
  - Prototyping
  - Finite element analysis and Topology optimization of parts
  - Design for manufacture support
  - Testing of materials where required
  - Consultancy
  - Reverse engineering



- **Services**

- Digital Design help and support using “Solidworks” and other CAD design packages
- Prototyping using additive manufacture and 3D Printers
- Finite element analysis of parts
- Topology optimization
- Design for manufacture support
- Testing of materials where required
- Consultancy on designs
- Consultancy on Additive Manufacture
- Reverse engineering



# DFB Digital : Services



App Development



Software Engineering



Data Services



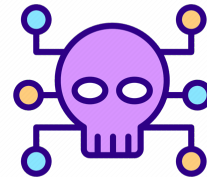
Web Development



Cloud Based Systems



Artificial Intelligence



Cybersecurity



Digital Consulting



# Design Factory: Mission

Our mission is to:

- Bring technical innovation to our clients through a range of services.
- Improve relationships between Business and University's
- Improve the professional digital and design skills of our students.
- Bring employment opportunities for both our clients and our students.

