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University

# Innovation Services at STEAMhouse

**We're an award  
winning centre  
for collaborative  
innovation**





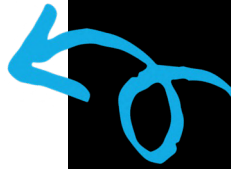
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**We MAKE innovation happen  
– by providing workspace,  
support, training and  
technology to help you skill  
up, build and grow**





HS2



# Trusted by the best



SOUTHBANK CENTRE



LOVELL

Gateley Plc



nationalgrid



ARUP



We've worked with over 1000 clients, from corporate household names to agencies, public sector bodies, universities, charities and startups



A central illustration of a globe with various symbols and lines. The globe is rendered in a sketchy, hand-drawn style. It is surrounded by several colorful lines and shapes: a yellow line with three 'A' symbols at the top, a blue line with a gear, a green line with a ladder, a pink line with a triangle, and a blue line with a square. The background is dark, making the white and colorful elements stand out.

We help you reimagine the future,  
**unlock new value**, and support your  
teams to make change happen


A group of people in a modern office setting are engaged in a collaborative meeting. They are standing around a table, looking at documents and talking to each other. The scene is brightly lit with large windows in the background.

**Collaboration creates joint  
ownership and spreads  
responsibility to a larger group**

A group of diverse people in a workshop setting, with several individuals raising their hands in the air, suggesting an interactive or collaborative activity.

**Bringing together people with  
different ideas, views and life  
experiences **spurs new ideas** and  
creates momentum for change**



A photograph of two men in a workshop setting. The man on the left is wearing a dark jacket and is focused on working on a white drone. The man on the right is wearing a grey hoodie and is looking at a black case containing various electronic components. The background shows a workshop with various tools and equipment.

**Prototyping and testing is  
improved when ideas are  
assessed by people from a range  
of sectors and disciplines**

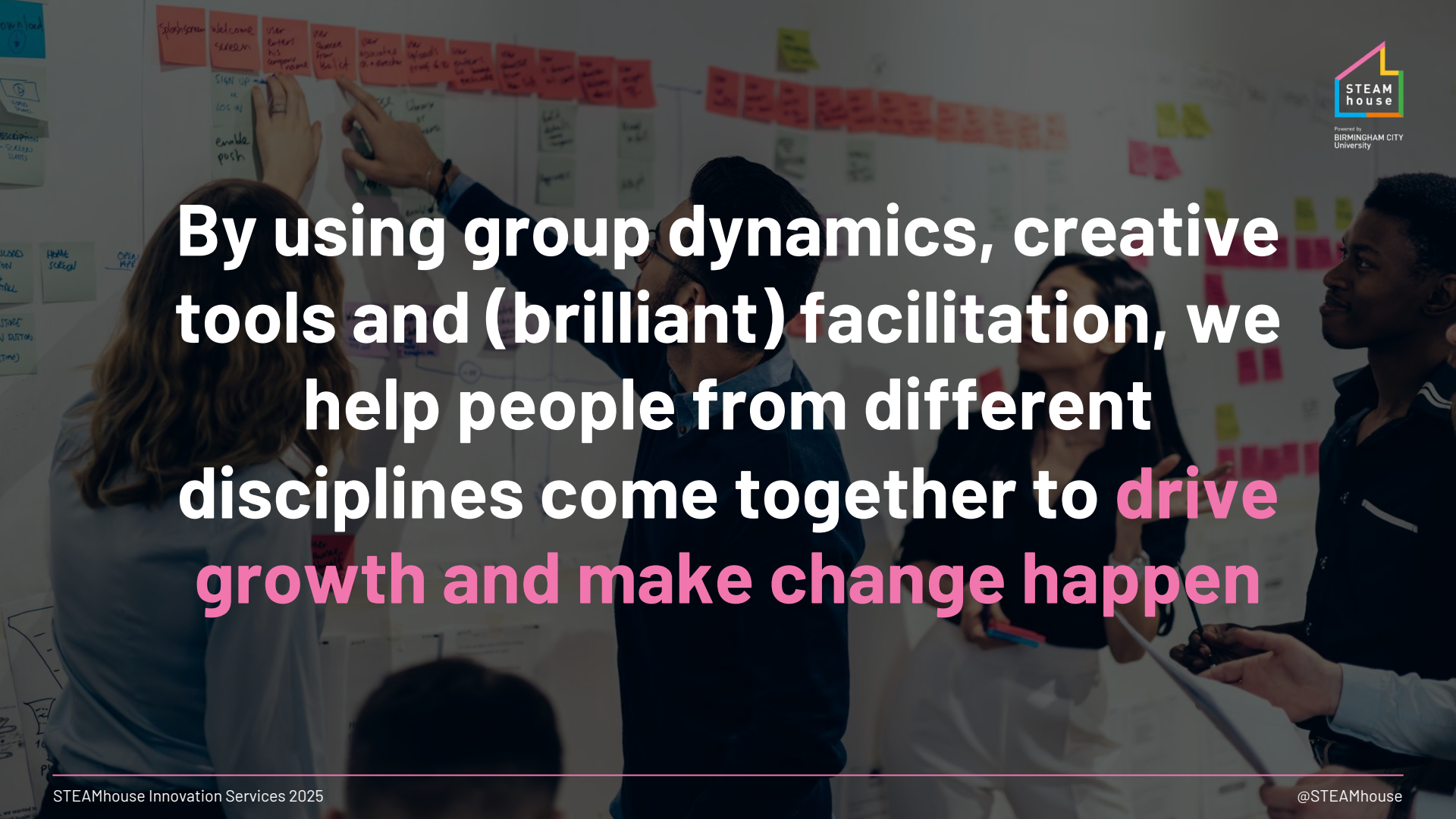


A background image showing a group of people at a STEAMhouse event. In the foreground, a woman is pointing at a display. In the background, a man with glasses is looking at a display. To the left, a glass wall is covered with colorful sticky notes (yellow, orange, pink, green). In the background, a sign reads "STEAMhouse Review" and "ste to prio".

**New knowledge is created and shared across social and professional networks**

A man and a woman are looking at a large sheet of paper with handwritten notes. The man is on the left, wearing a black t-shirt, and the woman is on the right, wearing a yellow t-shirt and glasses. They are in a workshop or office setting with other people and equipment visible in the background. The text is overlaid on the image.

Problems can be better defined  
and understood when people with  
**different skills** work together

A group of four people (three women and one man) are gathered around a whiteboard in a meeting room. The whiteboard is covered with numerous sticky notes, some of which are pink and some are white. The man in the center is pointing at a sticky note on the board. The woman on the left is looking at the board. The woman on the right is looking at the man. The man on the far right is looking at the woman on the right. The background is a white wall with more sticky notes and a dark ceiling.

**By using group dynamics, creative tools and (brilliant) facilitation, we help people from different disciplines come together to drive growth and make change happen**



# 3 ways we help you harness the power of collaborative innovation

The text "Challenge Events" is centered within a blue, hand-drawn scribble that resembles a cloud or a burst of ideas.

**Challenge  
Events**

The text "Open Innovation Programmes" is centered within a brown, hand-drawn scribble that resembles a flower or a cluster of ideas.

**Open  
Innovation  
Programmes**

The text "Collaborative Workshops" is centered within a green, hand-drawn scribble that resembles a cluster of ideas or a group of people.

**Collaborative  
Workshops**



Collaborate across sectors and get ahead of challenges arising from **emerging technologies, sustainability, skills shortages** and a **shifting regulatory landscape**.

Our one to two-day open innovation events are designed to help you make change in your industry and amplify your efforts. Interrogate systemic challenges and find opportunity spaces for development.

The background of the right side of the slide features several hand-drawn, blue scribbles that resemble the letters 'W' and 'M' in various orientations and sizes, creating a textured, artistic effect.

# Challenge Events

# Challenge Events in action



## Harnessing Heat Pump Technologies

We helped businesses and organisations from across the Built Environment sector to explore how they can enable a smooth transition to low-carbon heating in residential properties



## Enabling Greener Healthier Homes

We helped architects, house-builders, community groups and politicians understand how to enable knowledge sharing that supports an equitable transition to more sustainable homes



## Decarbonising Schools and enabling communities

We helped schools across Solihull to determine what role they can play in building climate resilient communities and lowering emissions to meet Net Zero

Showcase your innovation ambition by challenging agile, innovative startups and scale-ups to create your next breakthrough product or service.

Our six to nine month programmes are designed to make collaborative innovation easy. We work with you to define a compelling challenge brief then guide the business cohort every step of the way.



# Recent programmes



## BNP Paribas Personal Finance 'The Innovation Lab'

8 new product solutions  
Over 3 million people reached across global industry publications, and business and social networks



## High Speed Rail HS2 WasteScapes

Connecting industry with the Midlands creative community to find new solutions to waste materials



## Birmingham County FA Eliminating Single-use Ice Packs

Demonstrating how open innovation can turbo-charge new product development for resource-light organisations



Take the headache out of collaboration and fast-track collective decision-making by bringing your team together to do their best work on **strategy, innovation, teamwork and culture.**


Two hour to one-day collaborative workshops powered by a variety of tried and tested methods and approaches to ensure participants achieve their objectives.

A large, abstract graphic consisting of several thick, green, hand-drawn scribbles that form a circular shape behind the main title.

# Collaborative Workshops

# Workshop Packages

Choose from half to full-day sessions



## Generate Creative Ideas

Ideation sessions to help teams and organisations find solutions that work

## Understand customers

Deep-dive into customer customer wants and needs so you can craft products and services they love

## Co-Create Strategies

Develop strategies together that inspire people to take action



## Map Your Future

Anticipate what's coming next and plan how you'll make the most of exciting changes

## Set Action Plans

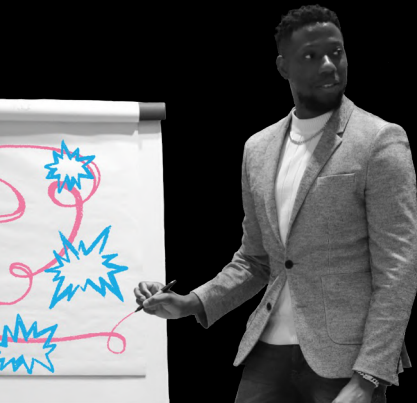
Brainstorms and ideation sessions to help diverse groups solve problems and generate ideas

## Improve Brand Storytelling

Find your product-market fit and craft narratives that connect with the people you want to reach

## Staff Away Days

Out of the ordinary, innovation-focused away days that bring colleagues together to play, explore and experiment



# Tools and methods

## 31 Tools across 6 Categories

Creativity (3)

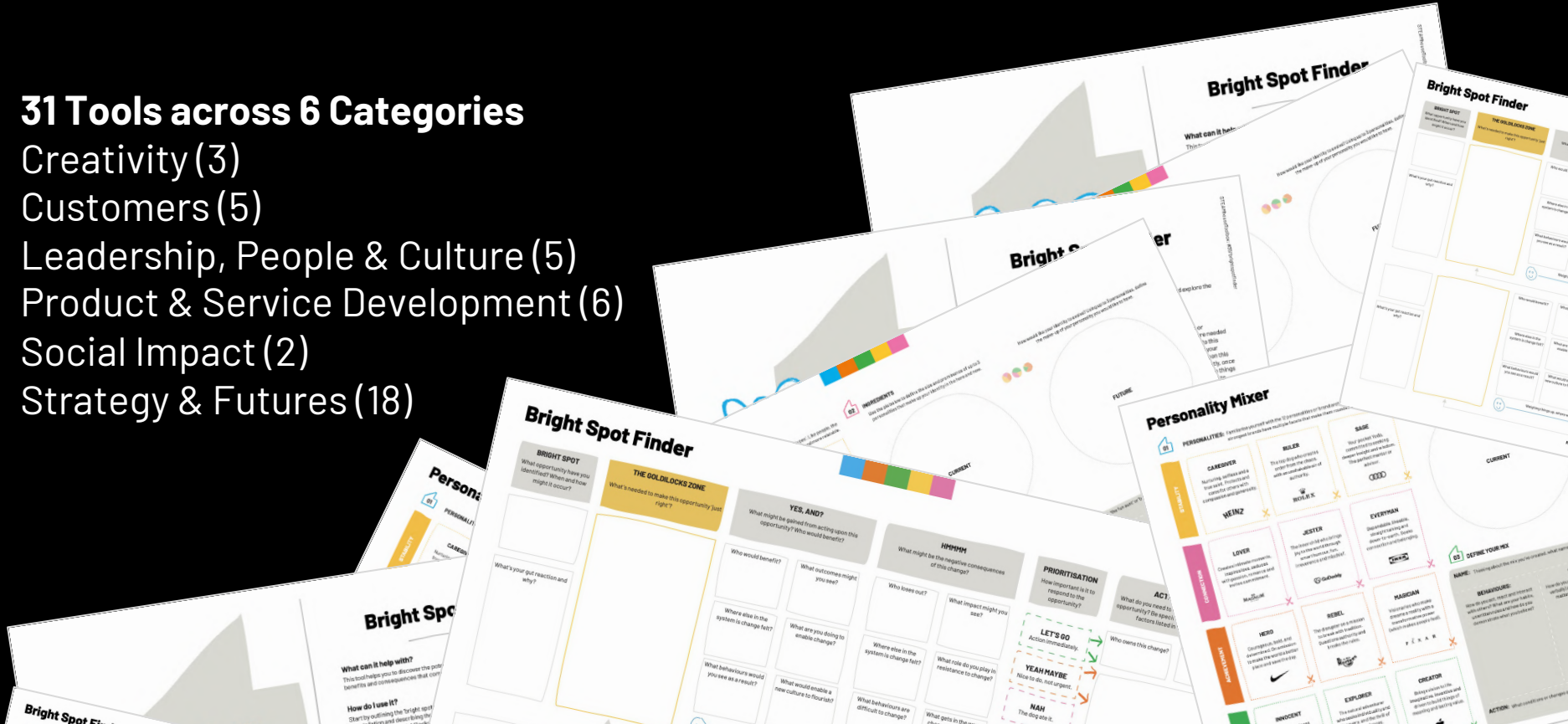
Customers (5)

Leadership, People & Culture (5)

Product & Service Development (6)

Social Impact (2)

Strategy & Futures (18)



# Team



**Patrick Bek**  
Head of Innovation

With 20 years of experience in design and entrepreneurship, Paddy works across product design, service design, and design strategy. His approach merges creativity, participation, and commerciality to help people make sense of problems and create new things that are good for people, planet and business.



**Vita Woods**  
Innovation Manager

Vita is a creative innovator with over 10 years' commercial and in house strategic innovation experience who has launched brands, products and concepts that have become leaders in their field. Vita designs and facilitates end-to-end innovation services for clients and oversees the development of the STEAMhouse Toolbox.



**Harry Conway**  
Innovation Manager

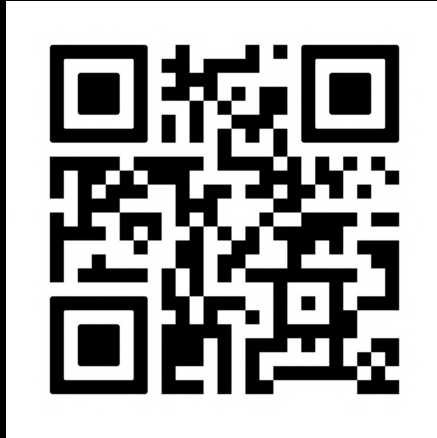
Harry is a chartered architect with a background delivering complex commercial projects. Harry applies design and systems thinking to new spaces to drive creative outcomes, and blends architectural expertise and strategic thinking to lead transformative initiatives that push the boundaries.



- ⇒ We're sector agnostic.
- ⇒ We have the speed of industry and neutrality of academia.
- ⇒ Our support is scalable, one size doesn't fit all.
- ⇒ We're not your normal consultants; we harness the expertise of others to help them skill up and grow.
- ⇒ We can support at any stage of the innovation journey.
- ⇒ We have a selection of tools and methods that are free to access.

# We'd love to collaborate, to find out more...

Tools and Methods



More about me