

# NISP CONNECT

Springboard Presentation

12<sup>th</sup> December 2007



# Introduction

- Steve Orr, Director of Enterprise Programs, Northern Ireland Science Park (NISP)
- Tailor CONNECT model to Northern Ireland
- Aim: launch NISP CONNECT 1<sup>st</sup> April 2008
  
- Key issues:
  - Funding: growing private sector funding
  - Governance & steering structures
  - Shortcut: can the model be scaled quickly?

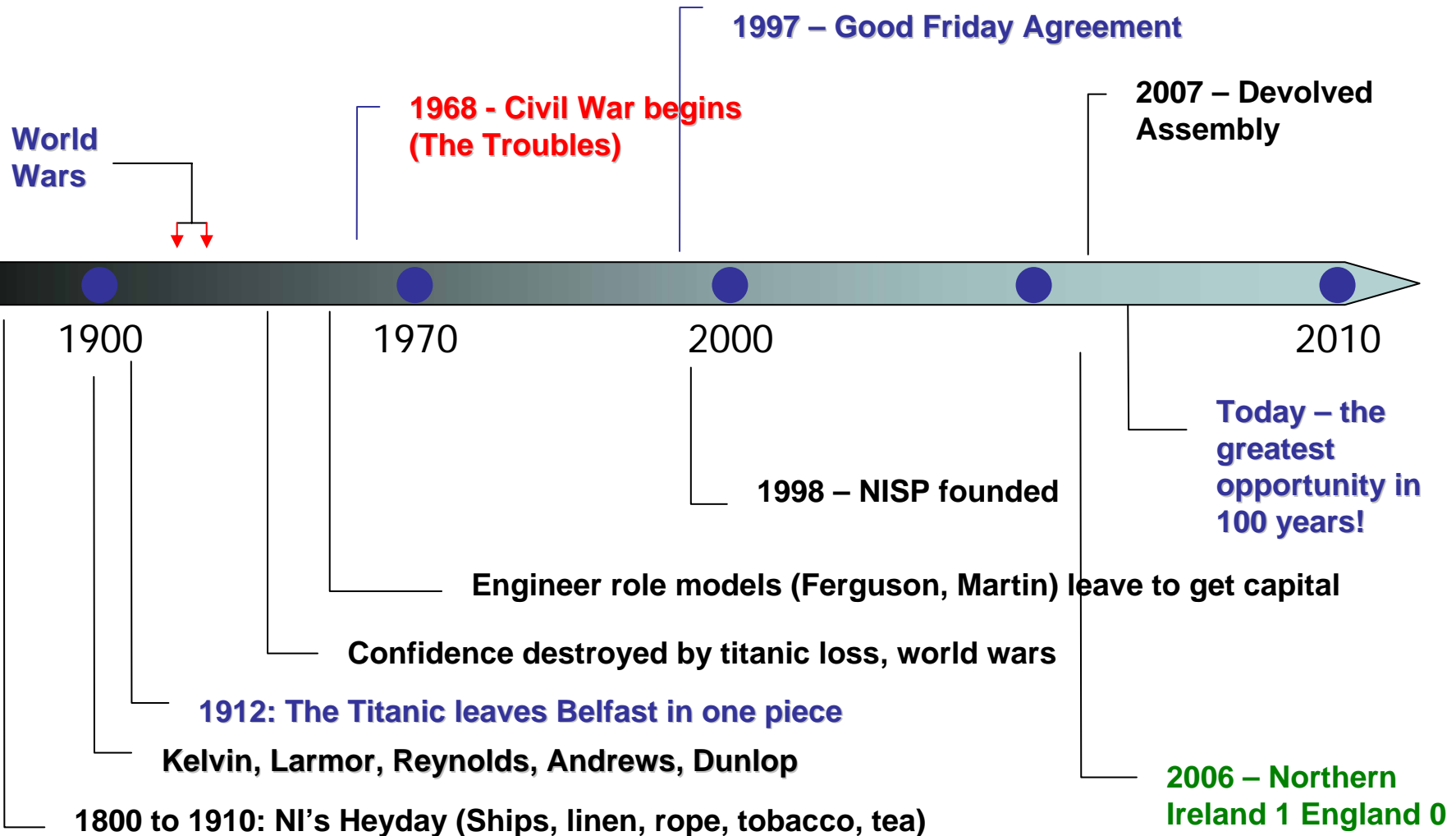
# Unthinkable Opportunity



even **This** guy is  
interested.....



# A Wee History of Northern Ireland



# NI economy

- SME dominated: 90% companies have 10 or less employees
- 67% - GDP from public sector
- Full employment BUT **GDP/head stuck at 84% UK mean**
- All aspects of Innovation index low compared to UK/EU
- Parallels with San Diego circa 1980

# NI economic strategy

- Goal: get GDP/head to UK average
- Knowledge & innovation led strategy for high added value global business:
  - FDI
  - Accelerate established indigenous with high potential for export and growth
  - Encourage innovation and business links to University research base
  - **Encourage scientist/ engineers to become entrepreneurs**

# NISP a part of the process

- Cool campus for research, industry and start-ups
- Leadership of both universities
- Neutral ground, meritocracy culture
- Seen as a natural catalytic hub for collaboration and networking
- Responsibility to deliver entrepreneurial value
- Hence NISP-CONNECT



City of Ember

Legacy

New Development

ECIT

Thompson Dock & Pump House

IncuKabin

White Star House

The Innovation Centre

HMS Caroline

# The solution

- Focus on indigenous knowledge based start-ups
- Tailor the CONNECT model and upgrade incumbent NISP programmes
- Establish a bridge programme with San Diego

# Solution applied

- Recognise
  - Issues facing early stage ventures
  - Goodwill from private sector domain experts or experienced entrepreneurs
- Channel goodwill to most promising ventures
  - 5 backbone programmes
- Apply principals of CONNECT model

# Business model

- Entrepreneurs: free support
  - Research community
  - Private sector spin-outs
- Service Providers
  - Year 1: freeview
  - Year 2: pay to play
  - Memberships
  - Sponsorship opportunities
- Focus on results and the rest will follow

# Solution description

- 25K competition
  - identify, qualify, prepare & present the most promising ideas in research
  - The Entrepreneur's ball
- Springboard (10)
  - Business model test and validation through group mentoring process
- Frameworks (10)
  - Morning series workshops for entrepreneurs by service providers
- Evening series (4)
  - Bigger networking events
- Halo
  - Business angel network

**Invest NI**

**Enterprise NI**

**IOD**

**Chamber of Commerce**

**Norbic**

**City council economic development**

**14 Centres of excellence**

**UUTech**

**Cancer center**

**Matrix**

**NESTA**

**QUBIS**

**Epicenter**

**Management and leadership network**

**Economic Development Forum**

**HSC Innovations**

**NICENT**

**Advantage NI**

**SonicArtsResearchCenter**

**Halo**

**Center for Competitiveness**

**First Tuesday**

**CBI**

**Intellectual property association**

**Strategic Investment Board**

**Biobusiness NI**

**Questor**

**Momentum**

**Intertrade Ireland**

Incumbents: Crowded space of silos

# Sustainable competitive advantage

- Independent vehicle to channel private sector engagement in new venture creation
- Voice for the indigenous venture community
- Non-profit: Volunteer & altruism
- Small organisation leveraging large virtual network

# Go to market strategy

- Upgrade incumbent networks and programmes
- All personal, very little broadcast
  - Focus on relationships
  - Leverage networks
  - One on ones and presentations
- Communication (Locals and Diaspora)
  - Newsletters
  - CRM for membership management

# Management

- Steve Orr, NISP CONNECT Director (elect)
  - Entrepreneur
  - Better craic in Holywood, Co. Down than Hollywood, California
- Norman Apsley, NISP CEO
  - DERA
  - 30 years in commercialising research
- NISP Management Team
- NISP Board

# Funding Plan

Target – 230K per annum

<b>Year</b>	<b>Public Sector</b>	<b>Private Sector</b>
1	90%	10%
2	80%	20%
3	70%	30%
4	60%	40%
5	50%	50%

# Funding supporters

- Public sector
  - Invest NI: the development agency
  - Belfast City Council: economic development department
  - Inter *Tradelreland*: all island linkages
- Private Sector
  - 100 business people already committed
  - 20 Service providers committed
  - Strong links to local early capital

# Milestones

- Pre-Aug 07
  - Entrepreneurship programmes set up circa 2005
  - April 08 NISP takes over programmes
- Aug 07 - Today
  - NISP CONNECT Idea
  - NISP Board approval
  - Broad endorsement
    - Trade associations, University VCs, University Innovation depts, experienced entrepreneurs, service provider community, local EDAs
  - Now - Funding proposals submitted
- Next
  - Operate programmes in pilot mode to March 08
  - Build operational systems and networks
  - Close funding commitments
  - April 2008: Launch
  - Bridge programme with San Diego

# Summary

- Great start
- No illusions: Flywheel with lots of work
- Want to help to create a region that is envied around the world
- We need help
- Particular focus on:
  - Funding: growing private sector funding
  - Governance & steering
  - Shortcut: can the model be scaled quickly?