



BUSINESS NEWS

Keele UNIVERSITY

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The Business Gateway is the one-stop shop to boost your business through Keele University's world-class research, facilities and knowledge, backed by substantial funding opportunities.

For a confidential discussion, and to find out how your business can benefit, please contact us on 01782 733001, business.gateway@keele.ac.uk or visit keele.ac.uk/business.

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Smart Energy is the future for Staffordshire tech companies

Tamworth-based Powelectrics became the first business to sign up to the University's Smart Energy Network Demonstrator (SEND) programme, and is set to use the opportunity to develop user-configurable dashboards to interpret data flowing from energy network sensors. Powelectrics develops and supplies technology that interfaces to sensors in industrial environments and communicates the readings allowing the data to be viewed remotely through web portals. [Full story.](#)



equipment that withstands the extremes of heat, moisture or vibration. Through participation in SEND, Assured Systems hopes to develop software that complements its hardware, with potential application to wind turbines, solar panels and smart energy networks. [Full story.](#)

The University is seeking to partner with a total of 26 companies to work with the programme to develop new products and services for smart energy networks. Companies benefit from a full-time person for research, development and innovation and access to the University's smart network as well as the expertise of University specialists and other SEND partners. [More information.](#)

To benefit from involvement with SEND, please contact the Business Gateway team: 01782 733001 / business.gateway@keele.ac.uk.

Summer event signals support for UK City of Culture bid

Businesses from across Staffordshire came together at Burslem School of Art this week for an informal reception hosted by Keele University Vice-Chancellor, Professor Trevor McMillan.

Speaking against a backdrop of art produced by around 200 of the region's artists, Cllr Abi Brown, Deputy Leader of Stoke-on-Trent City Council, welcomed the University and business community's support for the bid to become the next UK City of Culture.

Speaking at the event, Cllr Brown said: "Innovation is our watchword, and Stoke-on-Trent is a city that is truly on the the up. It is a proud moment to see how the City of Culture bid is bringing us all together."



Support Programme (KRISP) passed an important milestone when third-year Keele politics student Joe Tutty became its 100th Research, Development & Innovation Associate.

Joe is working with business start-up Sustainability Smith, which provides environmental consultation, to develop their new marketing strategy. [Full story.](#)

are helping young Staffordshire entrepreneurs to develop an app that's set to become the Airbnb of the hairdressing world.

As part of the KRISP programme, Jessica Hampton and Joe Miller are working as Research, Development & Innovation Associates to enhance the Trym app, founded by brothers Lewis and Jordon Hackney. [Full story.](#)

Science and Innovation Park hosts internet security specialist

Idappcom has announced that it is establishing its Staffordshire base at Keele University Science and Innovation Park.



Idappcom develops and markets advanced internet security software for smaller companies and homes, and now has ambitions to apply its capabilities to the fast developing 'Internet of Things' – devices in our homes and offices that are linked to the internet.

Manager Simon Wesseldine comments: "Keele is the perfect location, and the opportunities to engage with the School of Computing and Mathematics, the Smart Energy Network Demonstrator (SEND) project and other leading-edge technology companies will help propel us to the next stage of our development." [Full story.](#)



Smart Innovation Hub a step closer

The final stages of development are underway to create the first innovation centre in the UK that will bring together a full university management school with incubation space for innovative new and developing businesses.

this year, and the project will create an environment that facilitates the sharing of ideas, knowledge and expertise between businesses, academic researchers, the public sector and consumers. The University is now in the final stages of negotiating a funding package.



The project is further proof of Keele's unique capabilities in driving regional economic growth by combining high quality space, leading academic minds and the entrepreneurial flair of businesses in the region.



Commenting on the Hub, Director of Engagement and Partnerships, Dr Mark Bacon, said: "Our commitment to innovation and strong ethos of partnership working is proving to be highly effective and over the past two years has already brought in £17m of external funding for the direct benefit of the Staffordshire economy."

The University hopes to open the new facility in 2019. [More information.](#)

Leadership is key to innovation success

Creative ideas, technical advancement and hard work are all important ingredients for innovative businesses. But Keele's Andrew Bowker believes that leadership is the magic ingredient for innovation success.

Andrew is Centre Manager for the Mercia Centre for Innovation Leadership (MCIL), a programme designed to develop the next wave of Staffordshire business innovators.



The fully-funded elite programme sees those selected participating in an immersive learning experience through a series of two-day sessions and the support of one of Keele's 'Entrepreneurs in Residence', as well as peer support and networking opportunities.

Andrew is on the look-out for high performing individuals in leadership roles in Staffordshire SMEs to join in November 2017 and May 2018. [More information.](#)

Dates for your Diary

Join us at the Growth Hub's Digital Roadshow in Tamworth on 21 September and find out more about the opportunities available through the Business Gateway.

We'll also be speaking at **SME2017** at Birmingham's NEC on 3 & 4 October. Book your free place today at www.sme2017.co.uk and visit us at stand A60.

Keele University is proud to sponsor the [2017 Staffordshire Business Festival](#).

Taking place from 7-9 November, the Festival is set to be a meeting point for the county's ambitious businesses and naturally we'll be there too.

Meet us in Telford at the [Low Carbon Networks & Innovation Conference](#) on 6 & 7 December 2017 – we'll be there to showcase our Smart Energy Demonstrator Network programme and discuss opportunities for business.

Certain support programmes available within the Business Gateway are receiving funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund.



Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.



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