

Connected Digital Economy Catapult

PHEE Annual Conference

9th January 2013

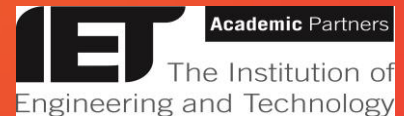


PHEE

A forum for Academic Leaders in
Electrical Engineering and Allied Technologies



**Professors & Heads of
Mechanical &
Manufacturing Engineering**



CATAPULT
Connected Digital Economy

The Vision

To make the UK the best place in the world to develop and launch digitally-enabled systems, services and products

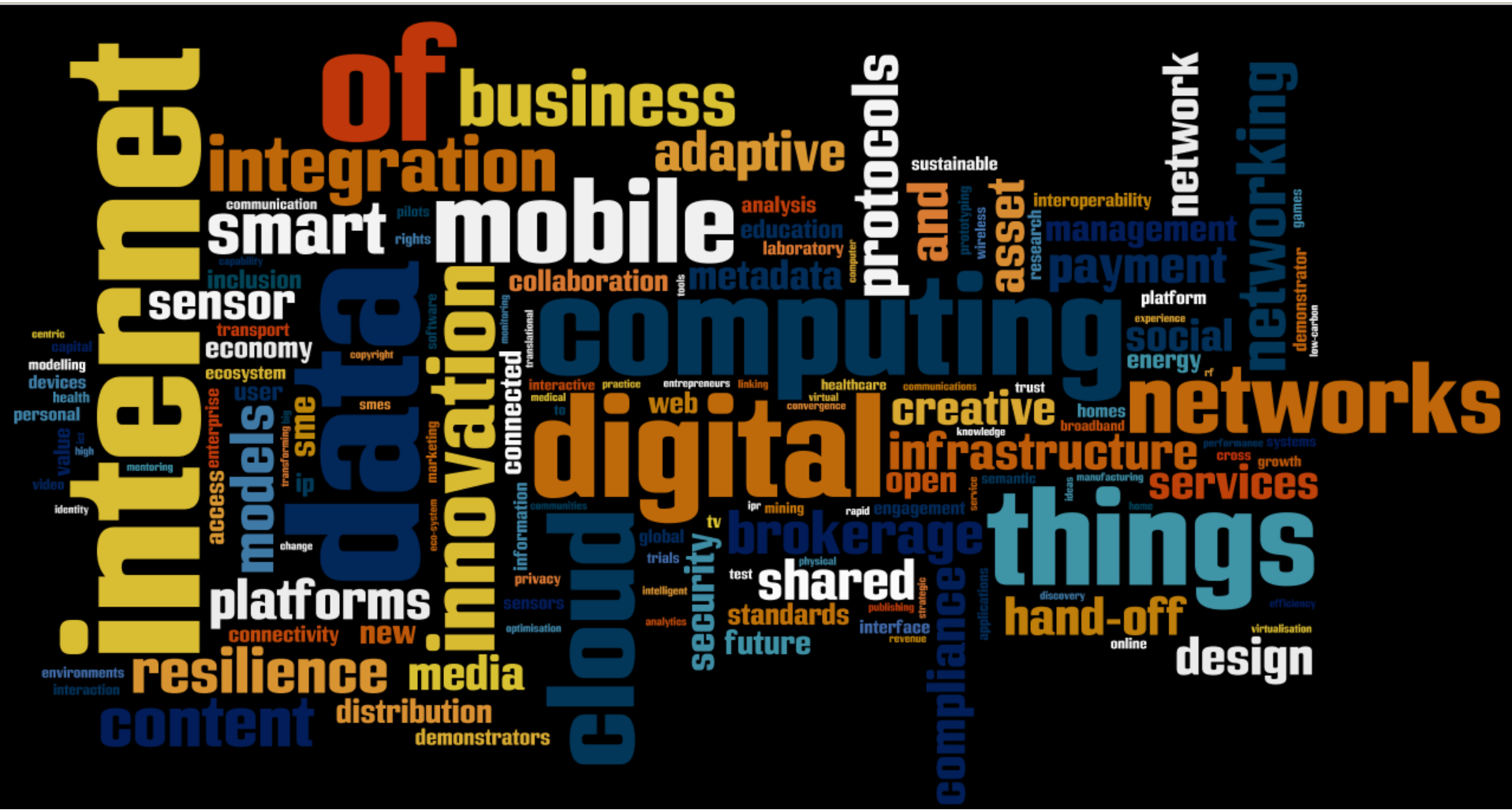
Why? To unlock the digital economy's massive economic potential and support its rapid commercialisation by UK plc.

How? The Catapult will achieve this by creating a centre forcing multi-disciplinarity working and by

- being highly networked, collaborative and business led
- developing world-class R&D&I expertise and facilities

and above all, by bringing together large and small businesses, research organisations, and the public sector in ways that haven't happened before.

What the consultation told us



Main market opportunities addressed

In-depth consultation has identified 3 areas where the community expects the Catapult to add most value.

Media and Content

Supporting the development of leading-edge platforms and applications with SMEs and large companies

Digital adoption across all services sectors

Transferring expertise and models from sectors with high digital penetration (eg media) to newer sectors (eg education) and developing solutions to sector-level problems

Merging of physical and virtual worlds

Supporting the development of “platform-level” solutions and making test beds and tools available to SMEs and large companies to develop applications

Core R&D and Innovation capabilities

Catapult world-class expertise in these areas will help its communities explore and develop massive opportunities in each of the market areas identified.

“Big Data”

There is limited ability to identify, access, interrogate, manipulate and re-use the vast data resources available via the internet

User centricity

There is weak understanding of user needs/expectations which are typically not embedded into all elements of system design inhibiting take-up & usability

Trusted internet

Poor user identification and authentication, privacy, trust and security on the internet is inhibiting its adoption in a wide range of markets and applications

Infrastructure and mobile

The nature of emerging internet infrastructure is poorly understood yet its impact upon business models and markets will be fundamental and extreme

Collaboration model for R&D&I

There will always be a much larger R&D and Innovation capacity hosted by UK partners than the Catapult itself. It is therefore vital that this community is happy to collaborate with the Catapult via

- seconding staff
- making expertise, IP and facilities available (on agreed terms)
- forming consortia to access external grant funding (EC, TSB, ...)

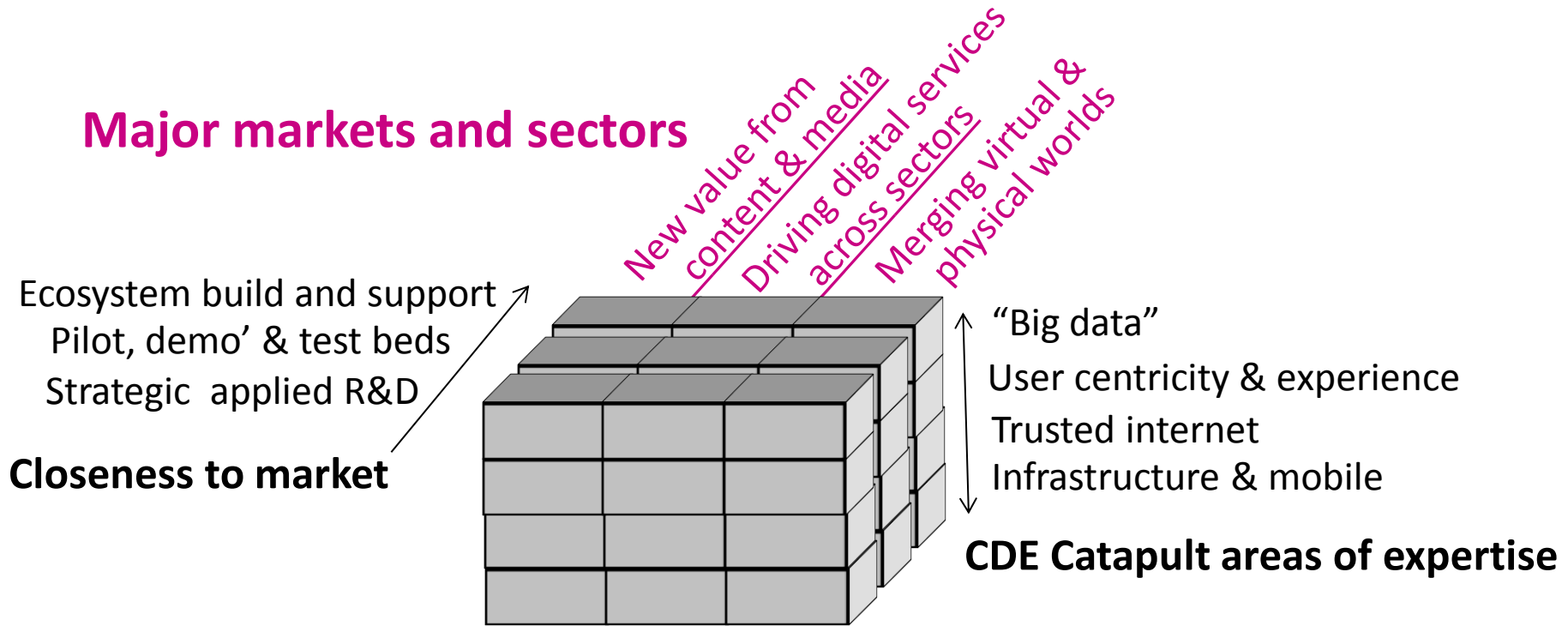
so that each project and core capability is highly collaborative between many partners.

Further, to support “pathways to commercialisation”, the Catapult and this R&D&I community must support

- where appropriate, developing emerging standards
- Spin-out of Catapult ideas / opportunities
- SME and entrepreneurial engagement

Catapult long term capabilities

Major markets and sectors



Where available, strategic partners with relevant facilities and capabilities will be asked to make them open to others to access. Where not available, the Catapult will develop these assets to support UK innovation.

Mid-term, this cube has a budget of £27million p.a.

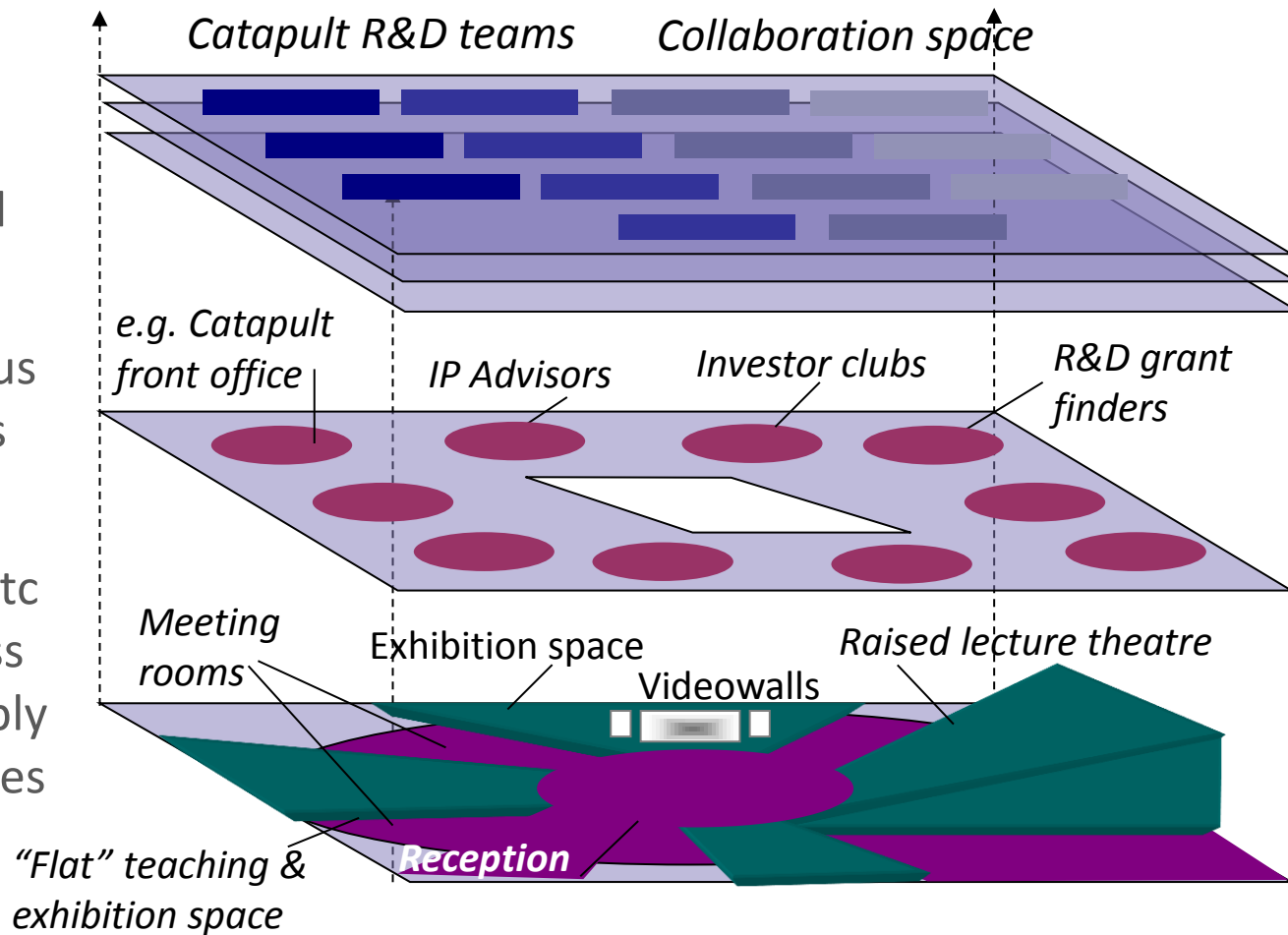
Open access culture

The Catapult has 3 categories of “space”.

2nd In-house R&D space, supported facilities and collaborations

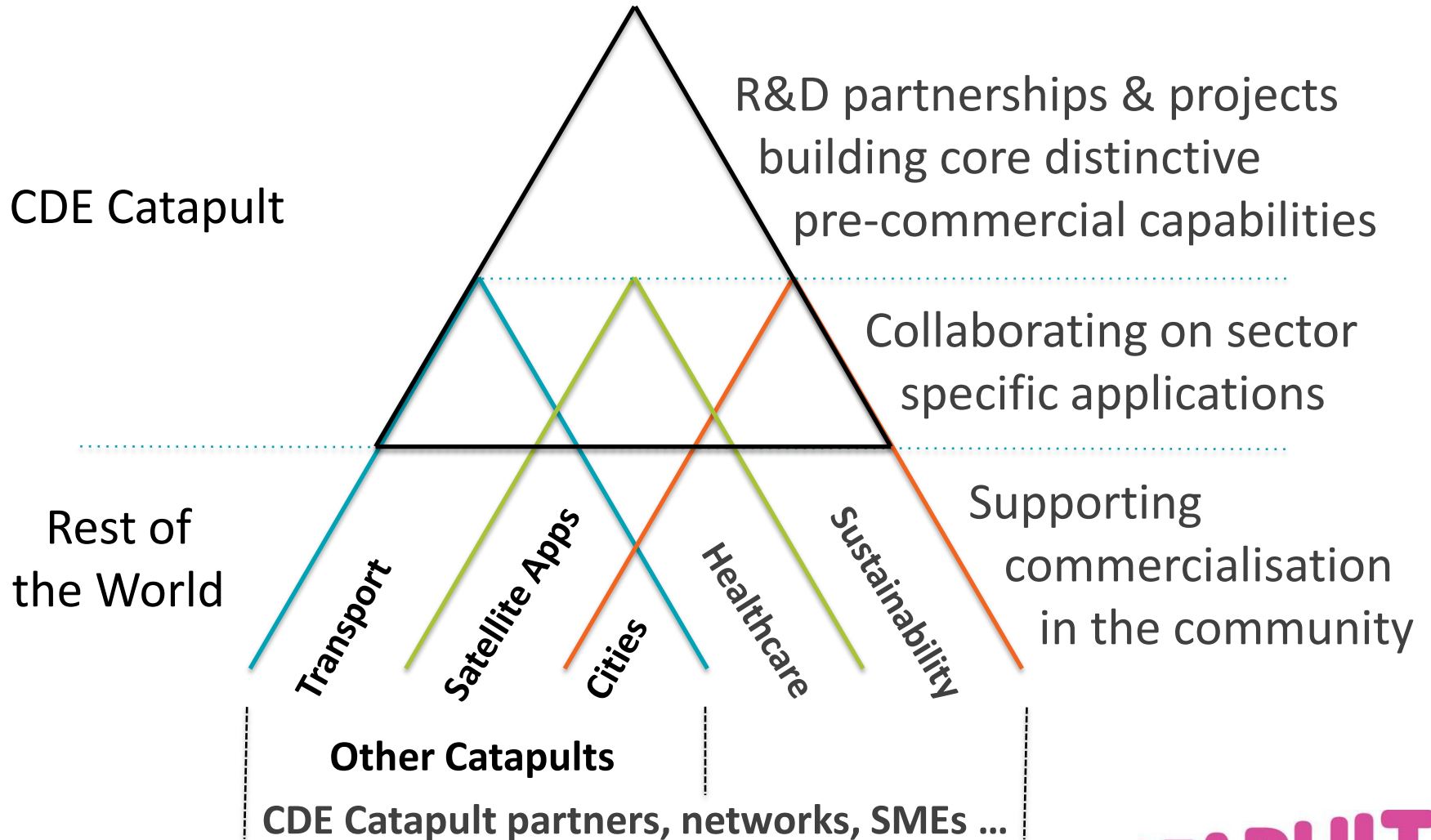
1st Catapult front office plus SME advisors/networks

G “Public” space for exhibitions, teaching, etc creating SME awareness and creating new “supply chains” and communities

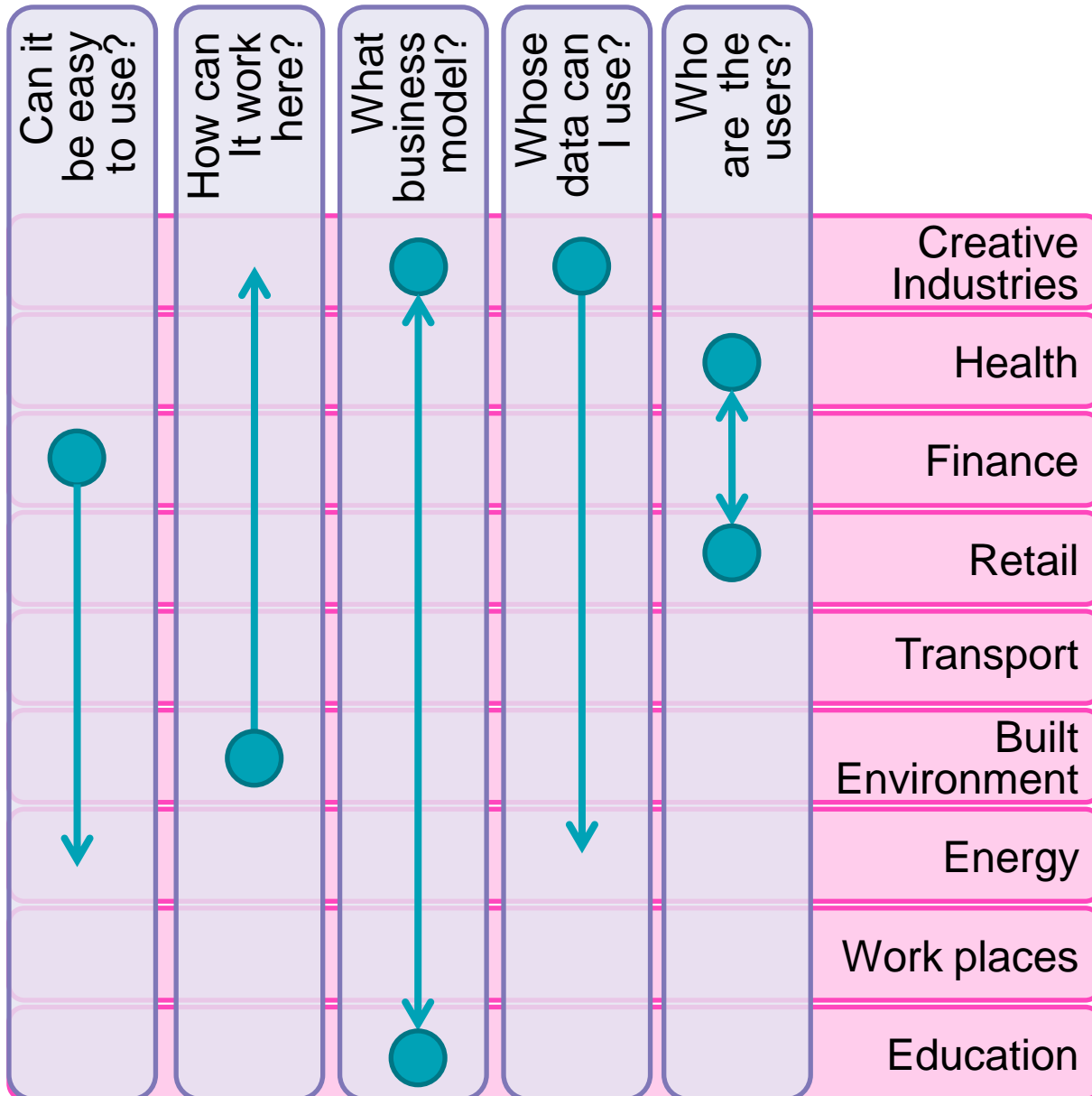


The allocation of space to be determined by Catapult priorities & some of these facilities will be delivered by partners

Application of expertise



Markets can learn from each other



Many questions are asked in different contexts at different times.

The Catapult can work across sectors to develop solutions and transfer expertise within and between them.

Connected Digital Economy Catapult timeline

Activity	Dec	Jan/Feb/Mar	Spring/Summer	Autumn
Executive recruitment	Appoint CEO	Chair & NXDs in place		
Delivery team recruitment		Initial secondees & full-time staff	More secondees and full-time staff	
Location		Interim location		Long term location
Scope and deliver R&D&I activities		Scope the initial projects	Launch first projects. Scope then launch others	
Engage industry and academic partners		Accelerating as internal resources allow & projects launch		

Summary of the vision

Opening in 2013 and configured to:

- ✓ operate as a not-for-profit independent company
- ✓ become a world-class centre of applied R&D
- ✓ support the journey “research” \longleftrightarrow “application”
- ✓ collaborate widely and openly
- ✓ support innovation & business in many “sectors”
- ✓ build communities within and between sectors
- ✓ provide test-beds, expertise and networks to SMEs
- ✓ **help UK be the place to innovate**

Questions and comments?

Many thanks ...

and please follow-up with thoughts or questions to

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