



# Knowledge Exploitation Strategy

Our vision is for Cranfield’s innovative ideas and products to be recognised for their outstanding contribution to meet the needs of business, government and wider society. We will deliver knowledge exploitation for corporate clients, student start-ups and staff entrepreneurs: much of this impact will derive from our transformational research and premier learning experience.

Knowledge will be exploited using a broad range of mechanisms including:

- Industry funding of exploitation activities
- Sharing ownership with individuals where appropriate
- Leveraging public / private funding
- Knowledge transfer and licensing of innovations to end users
- Enterprise creation through business start-ups and wider entrepreneurial activity

This strategy aims to promote all these activities, to maximise value for Cranfield, and to increase Cranfield’s impact and influence in the “real world”.

We will monitor our performance against agreed targets for:

- Increasing patents and licensing deals
- Growing start-ups and licensing
- Improving industry interventions

Our detailed knowledge exploitation strategies are:

Aspect	Knowledge Exploitation Strategies
1. Client engagement (Industry)	1.1 Develop genuine two-way strategic partnerships with key corporate clients, external start-ups and public sector organisations
	1.2 Growth of relationships with SMEs, including the ‘M’s’
	1.3 Providing and growing specialist incubation, ‘makerspace’ and acceleration facilities
2. Staff & students (Individual innovators)	2.1 Increased number of entrepreneurial staff (academics and others) having spin-outs, licencing deals
	2.2. Growing numbers of entrepreneurial students and early career researchers exploiting ideas and starting businesses
	2.3 Co-operation with more associated external entrepreneurs, including alumni
3. Finance (Investment return)	3.1 income growth for industry projects
	3.2 Increased future income through contracts and philanthropic giving by successful staff and student entrepreneurs
	3.3 Increased income from licensing, additional consultancy and leveraged public / private funding