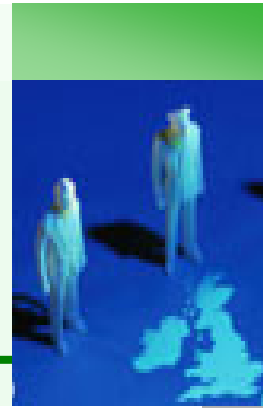


# Developing a Commercialisation Strategy



Coller IP was approached by Yorkshire Forward when it was setting up "Future Energy Yorkshire", a company specifically targeted at driving forward the commercialisation and delivery of sustainable energy in Yorkshire and Humber.

FEY's challenge is to develop a programme, ensuring that the economic opportunities arising from the pursuit of energy related targets are fully realised in the Region. Previous work had concentrated on understanding which energy technologies should be supported within the FEY programme. However, following discussions with us, FEY concluded that a parallel commercialisation strategy was required to build skills and understanding and to ensure regional competitive advantage for Yorkshire and Humber.

We were appointed to work up the strategy. We analysed the Intellectual Capital within the Yorkshire and Humber Region and compared this to Intellectual Property relating to the energy sector held throughout the UK. We also considered the commercialisation processes, skills and resources that newly developing energy businesses would require to establish themselves successfully in the marketplace.

FEY has since published its business plan and the commercialisation considerations have been key in providing a focus for the FEY programme. The programme concentrates on technology priorities where FEY can make a Regional difference in meeting both climate change and economic targets. It also sets out commercialisation activities and showcase projects that support commercial opportunities for the benefit of Yorkshire and Humber.

***".....Your commercialisation strategy along with our subsequent discussions, have been very valuable in helping me to organise my ideas on how we could develop a distinctive and realistic Programme for the Region."***

**Neil Hurford, Chief Executive, Future Energy Yorkshire.**

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