

# COLLABORATE

## Issue 2 Feb 2015

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Hello and welcome to the second issue of CoLABorate!

In this issue we welcome new additions to 3M BIC management team, including a baby! We also learn about how to protect your IP, as well as meet a tenant from the spotless world of disinfectants.

### Upcoming Events at the 3M BIC

Below are some of the events that are taking place over the next few months:

- 3M BIC will be exhibiting at Venturefest, York – Thursday 12 March
- Professional Services Network Launch – Thursday 26 March
- My Manufactured Yorkshire – 9 and 10 June

Watch this space for a series of Master classes we will be launching over the coming months, teaming up with some well-known entrepreneurs, as well as some regular business surgeries that will be available for 3M BIC tenants.

### Network News

#### Professional Services Membership launch

We are launching our unique Professional Services Membership on 1 March, with the launch event taking place on Thursday 26 March. We will be inviting a wide range of businesses from that sector, such as banks, accountants, lawyers, solicitors, architects, IP advisers and business consultants. If you are looking for support from any of those services and would like to come along to the launch event, contact Sue on [s.bagworth@hud.ac.uk](mailto:s.bagworth@hud.ac.uk). There will be other opportunities throughout the year to link up with members from that network.

#### New healthcare tenants

We have some new tenants that have moved in over the last month from the healthcare sector, so a big warm welcome to Innovative Orthopaedics and Astrimmune. Innovative Orthopaedics specialises in producing medical devices and Astrimmune is a biopharmaceutical company developing immunotherapies against cancer.

#### Launch of Peer Review Groups

February saw the launch of a series of Peer Review Groups, led by business mentor and Network Member Neil Jaggar. Businesses will get the opportunity to utilise other professionals' opinions and advice to help overcome any challenges or issues that their company may be facing. If you are interested in finding out more about the groups, contact Neil on [njaggar@gmail.com](mailto:njaggar@gmail.com).

#### Adventoris launches SwiftCloud on Android



UK software company, and 3M BIC tenant, Adventoris has launched a new app, SwiftCloud, on Android. This revolutionary mobile application is already available to download for free on iOS and PC and connects suppliers and their customers onto one single platform.

Adventoris CEO, James Clarkson, said: "SwiftCloud is attempting to remove the traditional methods of phone, fax and email ordering through to wholesalers and replacing it with the smartphone. For the first time independent retailers can walk around their warehouse or store and create a shopping list by barcode scanning products they wish to order using the SwiftCloud App. They search through the product range and check stock, pricing and delivery dates before submitting their order. Once the order is submitted the supplier receives it and then processes it ready to dispatch – it's really that simple!"

For more information, go to [www.adventoris.com/swiftcloud/](http://www.adventoris.com/swiftcloud/)

### 3M BIC NEWS



#### Team News

We'd like to say a warm welcome to Sue Bagworth, who joined the management team in January as business development, marketing and events officer. Sue is on secondment from across the road at the University where she worked in the research and enterprise department.

Sue is our go-to person in all things related to business relations, so whether you're a tenant, Network Member or an external company wanting to link with the 3M BIC - she's your woman! As well as recruiting Network Members and Professional Services Members, she'll be your link to events at the 3M BIC, can deal with any issues with your membership, or can advise on how to link up with other tenants or Network Members. Sue can be contacted on [s.bagworth@hud.ac.uk](mailto:s.bagworth@hud.ac.uk).

James Devitt has also joined as a business development consultant, working alongside the 3M BIC management team and the University. James previously worked for Kirklees Council as business and economic strategy manager. He also works alongside Leeds & Partners to develop the manufacturing sector within the Leeds City Region.

James will help facilitate connections with businesses regionally, nationally and internationally. He has just returned from a successful visit to the US, where he met with a number of universities keen on working with Huddersfield, including St Thomas in Minneapolis, the Federal Reserve Bank and the Digital Manufacturing Design Innovation Institute in Chicago <http://dmdii.uilabs.org/>. James is keen to know if members already have, or would like to forge closer ties with the USA. James can be contacted on [j.devitt@hud.ac.uk](mailto:j.devitt@hud.ac.uk).

Congratulations to Sarah Verity, our marketing executive, and her partner Sam, who welcomed Jared James into the world at the end of last year. Although he arrived a lot earlier than expected, they're all doing really well and are hoping to take him home from hospital for the first time soon. Sarah will be back with the team in the autumn.

#### Innovation Voucher Scheme for SMEs

The 3M BIC recently teamed up with Santander to launch a new Innovation Vouchers scheme, designed to give businesses the opportunity to thrive in a challenging economy. Through the vouchers, SMEs will gain access to business support, specialist knowledge, research and expertise, and cutting edge technology. The deadline is now closed, but watch this space for next round of vouchers, which will be available later in this year.

Innovate UK has also launched some Innovation Vouchers, for start micro, small and medium-sized enterprises to work with 'knowledge suppliers' such as:

- universities and further education colleges
- research and technology organisations
- technical consultancies
- Catapult centres

- design advisers
- Intellectual Property advisers.

The deadline for applications is 22 April 2015. For more information go to <https://vouchers.innovateuk.org/>

#### Investing in technology

The University of Huddersfield recently announced that it will receive £2.9 million government funding through the Leeds City Region Enterprise Partnership's (LEP) Local Growth Deal Working in partnership with the 3M BIC and The Globe in Slaithwaite, the funding will provide SMEs in the advanced manufacturing, digital and creative sectors, access to technology, such as metal 3D printing, that otherwise would have been out of their reach.

#### Experts Corner



Philip Stephenson from Bailey Walsh & Co. LLP, which has an office in the 3M BIC, talks about how to protect your ideas and intellectual property.

1. Do a bit of research. There are several types of intellectual property (IP) which protect different aspects of products and concepts. It is therefore worth spending a little time investigating which of them apply to your idea.
2. Keep your idea confidential. It is important, particularly for patentable ideas, that you do not publicly disclose your idea until it is necessary and you have taken steps to protect the same. This is because public disclosures, even your own, before a patent application is filed will affect the scope and validity of any protection you obtain.
3. Take account of third party rights. IP rights give exclusivity, so it is possible that one or more parties may have obtained protection for all or part of your idea previously. It is possible to search for registered IP rights and it is advisable to do so before expending significant time and money developing an idea that may be protected by someone else.
4. Make use of the 'priority system' available. First applications to register IP rights are given a filing date. Providing subsequent applications, often foreign or international filings, are made within 12 months for patents, and 6 months for trademarks and designs, those subsequent applications are given the filing date of the first application. This system can be used to spread out the costs of obtaining IP registrations without diminishing your protection.
5. If in doubt, obtain some professional advice. Obtaining IP is often described as a minefield and the processes can be complex. Many firms of IP advisers, including Bailey Walsh & Co., provide free initial consultations to see if and how they can help. In these initial meetings you will be able to get an idea of protection strategies and the costs involved.

#### Face to a Name – MTP Innovations



Mike Jepson founded MTP Innovations Ltd in 2010 alongside Peter Finan. Combining Mike's healthcare background and Peter's chemistry expertise, they developed an innovative range of cost effective, safe and patentable infection control products that prevent infection and improve patient care. Its ground breaking product, DiffX, a chlorine-free, combined cleaning and disinfection agent, is currently used in both NHS and private hospitals across the UK.

The nature of MTP's business means that opportunities to work with academic researchers are invaluable. Mike explains: "We had already formed a collaborative partnership with Prof Paul Humphreys from Huddersfield University, so when space became available at the 3M BIC and funds allowed, it made sense for us to base ourselves there with it being in walking distance to the University. Testing of all products in development are completed by Paul and his team who are recognised as highly credible by the NHS, which is a big plus for MTP."

MTP has experienced significant growth over the last few years. Mike adds: "Since moving into the 3M BIC our sales have increased by 200%. Through funding from our shareholders and Finance Yorkshire Equity Linked Fund, we have now have an established NHS customer base with five key contracts and 11 hospitals, including two private hospitals, and are looking to target new and broader markets."

"The facility, space, administrative support and access to forums and innovations means the 3M BIC more than delivers the needs of the MTP team. The proximity to the University allows our research and development manager ease of access to laboratory space and flexibility to meet with Paul during projects."

#### Contact Us

If you want to raise the profile of your business through the Network News section, would like to put yourself forward for Expert Corner or Face to a Name, or have any suggestions for the newsletter, we'd love to hear from you. Just email Emily on [emily@3mbic.com](mailto:emily@3mbic.com).

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