## BIEI Academic Strategic Business Case - Chair recruitment 2023/24

This document should be completed **by the Department/School/Entity** where the new member of staff would be employed **in consultation with the applicant**. You are encouraged to reach out to your Faculty Industry Engagement lead for clarification or advice (Arts and Humanities: John Mateer, Sciences: Tarl Prow, Social Sciences: Ian Kirkpatrick). Responses should be submitted to Paul Ellison in HR by close of play **Thursday 8 February 2024**.

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| **Department/School/Entity(s):** | School of Physics Electronics and Technology |
| **Name of applicant:** | Kevin Steptoe |
| **Approved by (Department/School/Entity(s)):** |  |
| **Approved by (Faculty(s)):** |  |

**Questions:** Responses to each of the questions should be **no longer than** 250 words

### 1. Strategic reasons for recommending this applicant to be shortlisted.

### *This might include alignment to your department/school strategy, or the potential for impact to be delivered, for example. If submitting more than one applicant for short listing, you may indicate a priority order if you wish.*

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| This applicant is recommended to be shortlisted for the following strategic reasons: The candidate has both excellent academic and business backgrounds both of which strategically align with a number of the research and translational themes of the School. In his career he has spent a mix of time in academia and business. In business, he has demonstrated a serial repetition of business success, primarily in converting embryonic research into successful commercial products. Always working in new technology startups especially in the electronics sector and transforming such early businesses startups into internationally renowned companies e.g. Cadence Synopsys. In addition, most recently ( over the last 5 years ) worked part time as an academic in York , teaching and helping with research and funding opportunities. In fact he is Chairman of the Board of one of the spin outs from the School ngenics. We can expect high impact results given the candidates record of commercial and early technology translational success into profitable business. For example …. |

### 2. Outline the commercial business and industry sectors to be targeted by this applicant including the strategy for developing existing relationships and developing new ones.

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| The obvious commercial, business and industry sectors to be targeted are those he is most familiar with that is: the major worldwide electronic chip design, tools, IC circuit fabrication houses, software IP houses and all businesses connected in the ecosystem for Integrated Circuit design and production. However the candidate is passionate to apply his strategic approach to realising value ( selling) for technology to the combination of the research areas and translational themes of the School and beyond to other Schools and departments in the University.  More generally and using the candidates experience of ‘selling’ during his first 90 days he would place a priority on understanding, identifying and expanding the business with the existing customer base from the previous individual Departments major income. In addition he would look for new strategic business from the new translational themes that arise from the combination of the two. |

### 3. Outline the potential for this applicant to expedite commercial business and industry partnership engagement more broadly in the department/faculty/institution as appropriate

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| One of the challenges the candidate is developing a strategy for is, realising so far unrealised translational themes for example by facilitating ‘dating’ within the School followed with between the School and other departments and schools within the University. One might imagine for example extending this and creating a ‘res-media’ network ( social-media +) network outwards to industry. |

### Income generation potential

Please complete the table below with estimates of new commercial income to be generated. For collaborative income where there is a third party funder, enter the total amount and provide further information in the answer to Q4.

|  | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** |
| --- | --- | --- | --- | --- | --- |
|  | **2024/25** | **2025/26** | **2026/27** | **2027/28** | **2028/29** |
| **Collaborative** | £1M InnovateUK or similar |  |  |  |  |
| **Contract** | 1/2 medium size contracts totaling ~£200k? |  |  |  |  |
| **Consultancy** | ~20k?? |  |  |  |  |
| **CPD** |  |  | 1 medium size contract ~£200k |  |  |
| **Other types - please specify e.g. teaching** |  |  |  |  |  |
| **Non-commercial income** |  |  |  |  |  |
| **Income potential stimulated through championing activities** |  |  |  |  |  |
| **Start-up costs\*** | Administrative assistance at several levels  Travel, Marketing. |  |  |  |  |

\*To be covered by the Department/School or Faculty

For reference, these posts come with the expectation of significant annual commercial income generation targets (on average £200k for years 3 to 5, increasing to £240k for years 6 to 8 and £300k thereafter).

### 4. Evidence for business case:

*Please expand on the estimates given in the financial table indicating the business/industries targeted, track record and if any funding is already secured. For collaborative income, indicate the nature of the anticipated contribution (i.e. in-kind, cash) from external partners and the likely main funder if different. Please also expand on the potential for additional income-generation activities led by other colleagues that could be stimulated by the proposed championing activities.*

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### 5. Outline the key risks and mitigations to delivering the strategic aims

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