

# SO

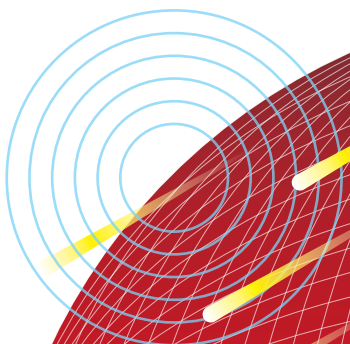
SPRING | SUMMER 2021

FAST TRACK  
How to scale effectively

101 TIPS  
How to build back better

SDGs & YOU  
How to save the planet

## チューニン東京 オリンピック ピックで展示されているテクノロジー

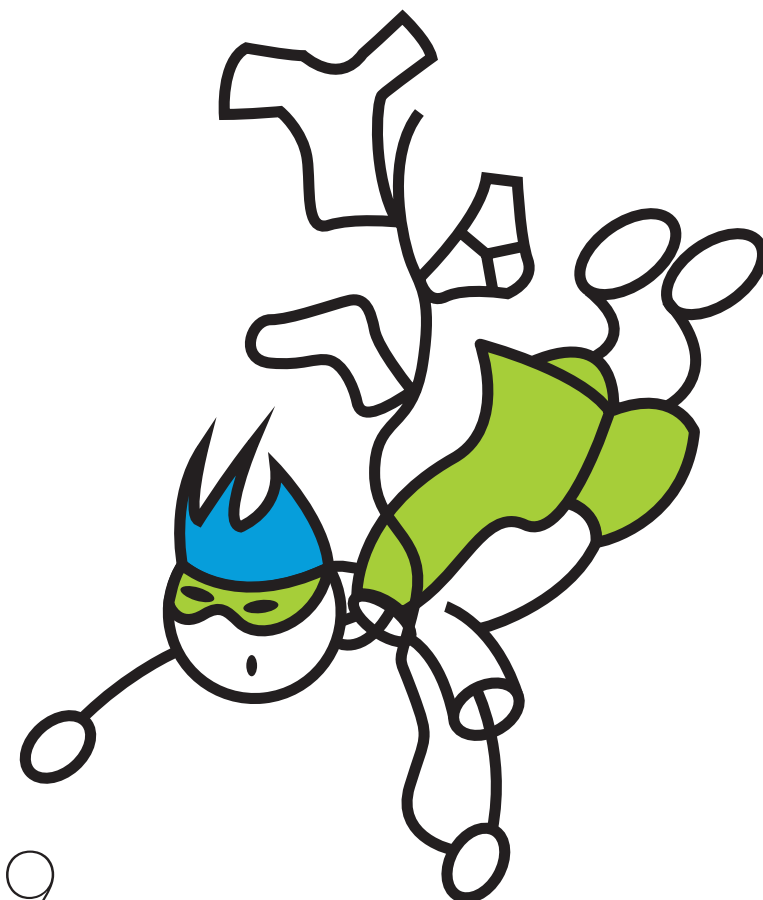


TUNE IN TOKYO  
The technology on show at the Olympics

  
UNIVERSITY OF  
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**SCIENCE PARK**  
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Removing roadblocks



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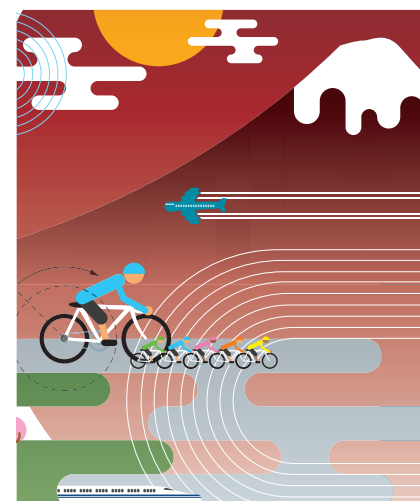
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## Something to shout about?

If you'd like to contribute to the next issue of SO, contact: [parknews@science-park.co.uk](mailto:parknews@science-park.co.uk)

### SO...

**Content, design and production**  
The Escape ([the-escape.co.uk](http://the-escape.co.uk))

**The University of Southampton Science Park Limited**  
2 Venture Road, Chilworth, Southampton, Hampshire  
SO16 7NP, United Kingdom

**SCIENCE-PARK.CO.UK**

**Tel:** 023 8212 6580

**Email:** [enquiries@science-park.co.uk](mailto:enquiries@science-park.co.uk)

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## Welcome to **SO**

### Nothing stands still.

Although the impacts of the last year are many and varied, the world is a different place. Most people around the globe have had to adapt to new ways of living, working, learning, socialising, travelling... It's almost becoming hard to remember 'the old normal'.

It's never been more important to dig deep and embrace newness with arms wide open

As in society, so it is in commercial environments. In business too, there can be no status quo. The resilience of all organisations, big or small, depends on their ability to change: to adapt to new markets, to embrace new ideas, to design and test new technologies, to grow. This level of change is a huge investment on all fronts – time, energy and money – but it's never been more important to dig deep and embrace newness with arms wide open.

Of course, all changes in direction carry a degree of risk, risk that must be carefully managed.

For business founders or managing directors who have to weigh up these risks, the journey to change can feel like a lonely one. But it needn't be this

way. In times of uncertainty, it's critical to remember that you're not alone. Indeed, seeking expert guidance is a prerequisite for effectively managing risk.

Whether through a new collaboration, a learning experience, some one-to-one mentoring, a little funding, a flexible workspace, there are lots of ways to open new doors and start the change journey with increased chances of getting to your destination.

Initiatives such as our free Lunch & Learn series, our fully funded Catalyst business accelerator, SETSquared membership and Incubation Centre co-working facilities offer this type of support to our regional business community. If you've not got involved, it's a good time to start!

These initiatives are just some of the ways that we have kept moving forward ourselves over the last few months and there's a great deal of additional work going on in the background that we're not ready to unveil just yet. Standing still for us has never been an option.

Whatever changes you're considering making in your business in the year ahead, my team and I are available to support you and we look forward to doing so.

**Dr. Robin Chave**  
Chief Executive Officer  
The University of Southampton Science Park

### what?

- SO** sees the future differently
- SO** connects
- SO** asks questions
- SO** engages, informs, inspires
- SO** celebrates success
- SO** shows how Southampton Science Park shapes society
- SO** makes science and technology social
- SO** shines on South Coast excellence
- SO** where could it take you?



WELCOME TO THE  
INCUBATION CENTRE...



**Southampton Science Park is pleased to announce the opening of the Incubation Centre.**

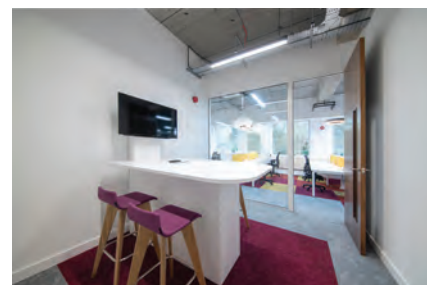
Designed for individuals, start-ups and small businesses that need a supportive and prestigious base to grow. It is also a perfectly productive place for corporate employees looking to reduce commutes and work more flexibly without feeling isolated.

This shared office space is equipped with superfast broadband as well as collaboration and breakout spaces. A superbly equipped and pre-bookable video conferencing suite is situated a couple of minutes' walk away and further meeting rooms are available.

There is a dedicated kitchen for daily refreshments while the Fusion coffee shop is just along the hall. An independently operated gym and pool, pre-school nursery and hotel are on the Science Park site.

The Incubation Centre is situated in the heart of the Science Park with easy road access from the M3 and A27 with parking on site, or use the Science Park's dedicated bus service.

Find out more by calling **023 8212 6580** or emailing **enquiries@science-park.co.uk**.



**Membership Options**

**Become a member from just £100 per month to enjoy the benefits of the Incubation Centre.**

**BRONZE £100 p/m**

- Incubation Centre access up to 2 days a week, Monday to Friday, 8am to 6pm
- Free business listing on the Science Park website
- Invitations to Science Park networking events
- Connection to superfast broadband
- Discounted access to meeting rooms, bookable online
- Use of Science Park as postal or registered address
- Flexible terms with one month's notice

**SILVER £150 p/m**

- All the benefits of BRONZE membership plus:
- Incubation Centre access up to 5 days a week, Monday to Friday, 8am to 6pm
- Free news story on the Science Park website

**GOLD £300 p/m**

- All the benefits of SILVER membership plus:
- Incubation Centre access 24/7
- Allocated desk for your exclusive use
- Free membership of SETsquared, the prestigious global no.1 university business incubator

# Removing Roadblocks



When you start out in business, your future aspirations may be big – or they may be small – but whether or not global domination is in your plan, no business can stand still if it is to prosper.

What really stands in the way of growth for early-stage businesses? Typically there are four stumbling blocks, as David Bream, SETsquared Southampton's Centre Director explains...





"No matter where you are headed as a business, there are always crossroads on your path to success; a series of key decisions which are often daunting for business owners. This is the case, regardless of whether this is your first business or your third or fourth, because the commercial landscape is so fluid that what may have worked previously is unlikely to work again.

In my experience of advising companies looking to scale, there are four major roadblocks that must be navigated effectively to transition from start-up to growth and ultimate success.

- **Sales and marketing.** Building a professional sales and marketing operation is critical, but often traumatic. The transition from working with a small number of lead customers, with whom you have relationships and loyalties, to becoming more hands-off is fraught with tension for many. Nonetheless, having an efficient and scalable business generation machine is essential.
- **Management structure.** Evolving from a 'founder-focused' organisation to a structure with functional specialisation involves relinquishing control and high objectivity. This is especially the case when there's a personal rapport with early hires who perhaps have unrealistic senior management expectations.
- **Funding.** Evolving the financing of the organisation necessitates getting comfortable with ever greater levels of risk. From equity funding via angel and early-stage investors, to securing grants and venture capital investment, this is a matchmaking exercise that must work for all parties from the outset. Here, timing and preparation are of paramount importance.
- **Governance.** Introducing governance to provide oversight, strategy formation and industry connections is an often little considered, but critical, growth milestone. The creation of a proper Board evolves the supervision of the company away from the founder, and perhaps early investors, to a fully accountable body whose gravitas and track record will inform the decisions.

Every one of these transitions can be a long and winding journey in its own right. Tackling them simultaneously necessitates support, encouragement and, it's fair to say, a desire to be challenged!

SETsquared offers this support to companies that have developed beyond the start-up phase and are now ripe for growth. It happens via a sequence of targeted, intensive project interventions that are specifically designed to remove these roadblocks to growth. There's no 'one size fits all' approach to this, of course: it may take the form of one-to-one coaching or the creation of specialised teams depending on the individual company circumstance. An important element of the offering is that there is accountability. These interventions are funded so the companies we work with are expected to commit to and to demonstrate the growth that we've enabled.

Personally, I find working with companies at this level intensely rewarding. Every route to success is different, but there are always commonalities with the problems encountered along the way. I always relish the opportunity to clear the road ahead for companies with promise."

# THE LAZY PERSON'S GUIDE TO SAVING THE WORLD

## SUSTAINABLE DEVELOPMENT GOALS

You've probably heard of Sustainable Development Goals or SDGs as most refer to them. But do you know what they are, why they're important and what on earth they have to do with you?

Having embarked on a Decade of Action, there's never been a better – or more urgent – time to find out.

### What are SDGs?

The Sustainable Development Goals are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. They recognise that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.

Importantly, the goals also provide a critical framework for Covid-19 recovery. The Covid-19 pandemic has shown that what began as a health crisis quickly became a human and socio-economic crisis, putting progress on SDGs in jeopardy but at the same time making them all the more urgent and necessary.

**IN NATURE, THERE IS NO SUCH THING AS RUBBISH. EVERYTHING IN NATURE IS REUSED OR RECYCLED. BUT WE LIVE IN A THROWAWAY SOCIETY. WE USE SOMETHING ONCE, AND THEN IT'S RUBBISH, ENDING UP IN LANDFILLS OR IN OUR OCEANS, LAKES AND RIVERS.**





### Why are SDGs important?

The world is not on track to cope with our current lifestyles.

**9.6 BILLION** **Population.** If the global population reaches 9.6 billion by 2050 as predicted, we will require the equivalent of almost three planets to provide the natural resources needed to sustain current lifestyles.

**790 MILLION** **Energy.** The energy supply sector is the largest contributor to greenhouse gases, responsible for 35% of total emissions, even though some 790 million people in the world still lack access to electricity.

**LESS THAN 3%** **Water.** Less than 3% of the world's water is fresh and drinkable. Of this, 2.5% is frozen in Antarctica, the Arctic and in glaciers. Yet humans misuse and pollute water faster than nature can recycle and purify water in rivers and lakes.

**50% MORE** **Food.** The world will need to produce about 50% more food by 2050 to feed the growing world population if no changes occur in food loss and waste.

**85% LANDFILL** **Fashion.** 85% of textiles end up in landfills or are incinerated even though most of these materials could be reused.

**ONLY 9%** **Waste.** Only 9% of all plastic waste ever produced has been recycled. About 12% has been incinerated, while the rest – 79% – has accumulated in landfills, dumps or the natural environment.

**MORE THAN DOUBLE** **Transport.** Greenhouse gas emissions from the transport sector have more than doubled since 1970, with around 80% of this increase coming from road vehicles.

### What do SDGs have to do with me?

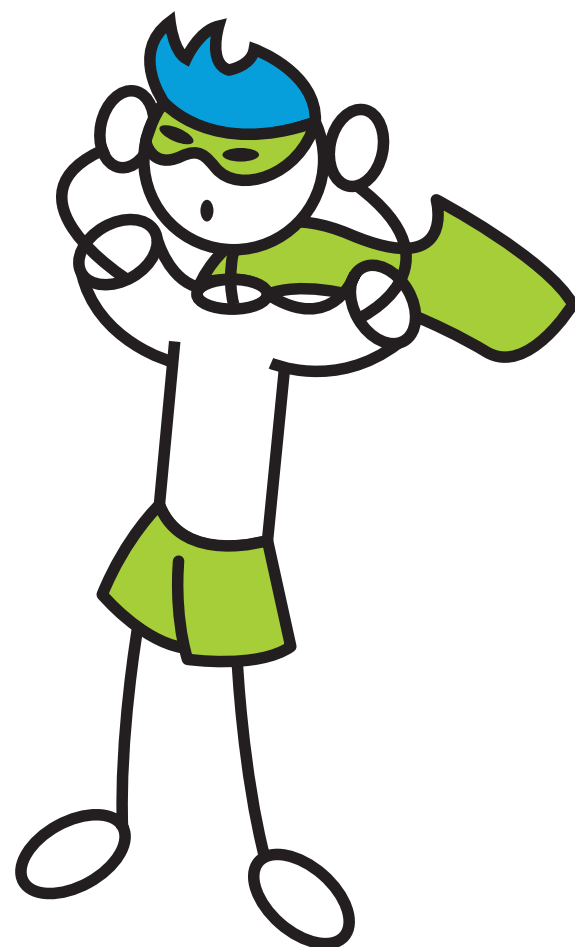
End extreme poverty. Fight inequality and injustice. Fix climate change. Whoa! Sounds like really hard work.

The Sustainability Development Goals are important, world-changing objectives that will require cooperation among governments, international organisations and world leaders. However, think that achieving sustainable development goals is all down to the big guns? Think again.

As individuals, we all have a seat at the table. Change starts with us. Every human on earth, even the most indifferent, laziest among us, is part of the solution.

We make hundreds of thousands of decisions during the course of our lives. The choices we make and the lifestyles we live have a profound impact on our planet. We can all live sustainably and help build a better world for everyone. But this means taking a look at how we ourselves live and understanding how our lifestyle choices impact the world around us.

Fortunately, there are some super easy things we can adopt into our routines that, if we all do it, will make a big difference.

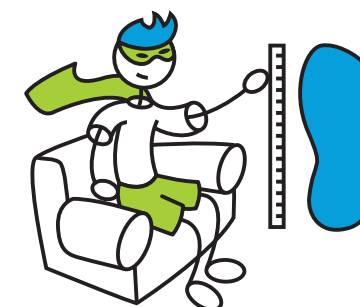


## SUSTAINABLE DEVELOPMENT GOALS



## THE LAZY PERSON'S GUIDE TO SAVING THE WORLD

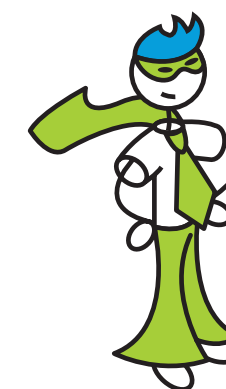
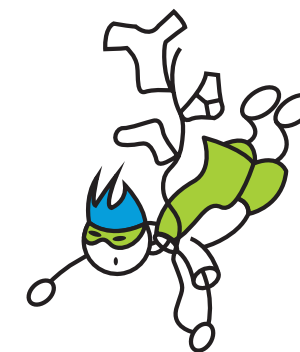
### Level 1: Be a Sofa Superstar. Some things you can do from your couch



- Stop paper bank statements and pay your bills online or via mobile.
- Calculate your carbon footprint and offset it with climate credits from Climate Neutral Now.
- Plug appliances into a power strip and turn it off completely when not in use.
- Flag online bullies if you notice harassment on a message board or in a chat room.

### Level 2: Be a Household Hero. Some things you can do at home

- Air dry your hair and clothes naturally instead of running a machine.
- Compost your food scrap to reduce climate impact while also recycling nutrients.
- Plug air leaks in windows and doors to increase energy efficiency.
- Recycle paper, plastic, glass and aluminium to stop landfills from growing.



### Level 3: Be a Neighbourhood Nice Guy. Some things you can do in your neighbourhood

- Shop local to keep your community employed and reduce road use.
- Pick-up fewer napkins with your take-out – take just what you need, no more.
- Use your right to elect the leaders in your country and local community.
- Buy vintage. Brand-new isn't necessarily best.

### Level 4: Be an Exceptional Employee. Some things you can do at work

- Mentor young people: a thoughtful, inspiring and powerful way to guide better futures.
- Raise your voice against any type of discrimination in your office – everyone is equal.
- Organize a No Impact Week at work and learn to live more sustainably for at least a week.
- Bike, walk or take public transport to work.



# THE MAGNIFICENT

Seven early-stage companies have successfully completed Catalyst, a programme designed to boost chances of high-level commercial success for exciting new technology companies based here in the South.

It's late March and there's a packed (virtual) room of over fifty investors and business advisors gathered to hear presentations from the seven companies that won a place on the Science Park's business accelerator programme in 2020. It is the culmination of their six-month Catalyst journey.

The presentations are powerful, well prepared and reveal staggeringly strong business propositions.

Reflecting on the event, Robin Chave, Science Park CEO, remarked, "This has been one of the strongest Catalyst cohorts since we started the initiative. We've been disappointed that we couldn't bring everyone together physically in the same way as we have in previous years. Nevertheless, all participants committed to the programme enthusiastically and adapted well to everything that the last six months has thrown at them. Most importantly, it was clear to me from their final pitch presentations that they have all benefited from working with our experts in the commercialisation of technology. The content was compelling, wide-ranging in terms of application and audience, but all have huge potential."

Business mentor, Adrian Braine, explains why this cohort stood out. "For me, this cohort has had a clear focus on solving real problems with strong engineering solutions.

Often, we get companies that are developing apps or consumer-facing software where the main hurdle is proving demand: there's nothing clever about the software, it's something anyone could produce once they know what it needs to do. They're about business innovation rather than technical innovation. This cohort was different in that, across the board, there was strong technical innovation in their businesses."

Adrian has two key pieces of advice for anyone starting an innovation-led business. "The first thing to understand is that it's not all about the product. What does your company stand for? Why does it exist? Most start-ups can't answer these questions.

My second piece of advice is to focus. Too many companies think they can take on the world from day one and sell to everyone. They can't! We give the companies we work with the tools to discover who their customers really are, what problems they have, and to understand if their business can actually solve them."

**"I HAD A CLEAR IDEA OF WHAT I NEEDED TO LEARN, AND I GOT EXACTLY WHAT I NEEDED!"**

ANTONY QUINN,  
MAVERICK AVIATION

**"THE CATALYST EXPERIENCE HAS BEEN A SIGNIFICANT LEARNING OPPORTUNITY AND A GREAT BALANCE BETWEEN CHALLENGE AND SUPPORT. IT HAS DEFINITELY CONTRIBUTED POSITIVELY TO THE ACCELERATION OF MY BUSINESS,"**

CAROLINE GADD,  
OTSUKA HEALTH SOLUTIONS

**"WITH AMAZING SUPPORT FROM MY BUSINESS MENTOR, THE SCIENCE PARK TEAM AND ITS NETWORKS, WE MANAGED TO IDENTIFY KEY CHALLENGES AND SOLUTIONS TO ADDRESS TO MOVE FORWARD,"**

ALI MOSAYYEBI,  
SOOBA MEDICAL



Nic Cory showcased Absolar's remote solar PV assessment tool which accelerates feasibility studies and funding decisions through automated actionable intelligence down to individual building level. As solar is regarded as the fastest way to bring down CO2 emissions, this is important if net zero action plans are to be realised. The company is already working with 17 local authorities and has attracted interest from the Ministry of Defence and commercial entities.



Antony Quinn revealed Maverick Aviation's portable, powerful, personal jetpacks which are set to revolutionise the way that military personnel and first responders access hard to reach places. The company's strong team and clear focus have already achieved a first round of successful flight trials and is looking for investment to accelerate regulatory approval.



Mitch Wisniewski demonstrated how Other Skies' Immersive 3D experience creates places for people to interact for emotionally driven sales experiences. In the midst of a 'bricks to clicks' revolution, 3D walkthroughs have become common for property sales. However, there are other large market potentials including maritime sales.



Caroline Gadd presented Otsuka Health Solutions' MaST, which uses analytics to predict and prioritise those most at risk of a mental health crisis. It is designed to assist front line staff with their decision making at patient-level. With award wins, NHS collaborations in place and acquisition in progress, Otsuka looks set to move towards full commercialisation shortly.



Marat Lutfullin presented Quantum Advanced Solutions' approach to scalable, high quality quantum dot manufacturing, a huge growth market for corporates working on image sensors. Sony and Emberion are already onboard and the company is now looking to grow its sales and marketing team and boost production.



Ali Mosayyebi of University of Southampton spinout Sooba Medical explained how his novel device will reduce the need to replace stents in the complex, hard to access urinary tract. Current procedures are not only painful for patients but pose a significant financial burden for the NHS. Major investment is required to work through the necessary regulatory approval and human trials for this patented revolutionary technology.



Rod Lane unveiled Zelemiq Health's non-invasive, rapid and reliable way to monitor blood sugar levels. The company's patented technology takes measurements through the skin, enabling people to make better lifestyle choices and help prevent pre-diabetes and type 2 diabetes occurring. Crowdfunding is sought to develop awareness for this massive market opportunity.



Applications for the 2021 Catalyst business accelerator are now open at [www.science-park.co.uk](http://www.science-park.co.uk)

**"WE HAD VERY HIGH EXPECTATIONS FOR THIS PROGRAMME, BASED ON REPUTATION AND MY PREVIOUS EXPERIENCE OF THE SCIENCE PARK EVENTS. THE CATALYST PROGRAMME DID NOT DISAPPOINT. THE MENTORING AND SEMINAR PROGRAMME WAS EXCELLENT AND REALLY MADE A DIFFERENCE TO OUR BUSINESS,"**

ROD LANE, ZELEMIQ HEALTH





Over  
**£25m**  
of early-stage funding raised  
for Catalyst companies

Catalyst is Southampton Science Park's prestigious business accelerator, designed specifically for early-stage science and technology companies.

- A fully funded six-month business acceleration programme
- Retaining all equity in their companies as no stake is required
- High-level one-to-one sessions with world-class business mentors
- Commercially focused weekly peer group workshops
- A £2.5k funding injection courtesy of grants
- A prestigious Science Park business home for the programme
- Opportunities to network with our innovation community
- The ability to apply to pitch for investment

Switch your business up a gear

Apply by 25 June 2021

[science-park.co.uk/catalystbusinessaccelerator](https://science-park.co.uk/catalystbusinessaccelerator)

Limited places  
available!



IN FOCUS



UNIVERSITY OF  
**SOUTHAMPTON  
SCIENCE PARK**  
VIDEO CONFERENCING

ONLINE MEETINGS, BUT BETTER!

Welcome to Southampton Science Park's Video Conferencing Suite

Southampton Science Park has opened a dedicated video conferencing suite, designed to make online meetings look professional and work efficiently.

Equipped with superfast broadband, connecting is easy – simply bring a laptop and plug in. The HD web camera, separate microphone and speaker unit provide high quality image and sound that will be noticeable to remote participants joining on the wall-mounted LCD screen.

Situated in a quiet, low-footfall area for privacy, the video conferencing suite is central on the Park with adjacent parking. Light, bright, with opening windows, air conditioning and split lighting, it seats six socially distanced people very comfortably.

Southampton Science Park's video conferencing suite is available to book on an hourly rate of just £35.00+VAT per hour by any business requiring a professional, prestigious environment from which to communicate with important stakeholders or colleagues around the country. Resident Science Park companies benefit from their generous meeting room discount. Meeting refreshments are available.

**Contact our Conferencing  
Manager Emily Witchell for more  
information: 023 8212 6580**



# BRITS ABROAD

Born in Britain, growing up in Silicon Valley: get inspired by five British innovations that are making a splash the other side of the pond.

## arm

### Arm

Founded by a dozen engineers working from a converted barn in Cambridge 30 years ago, chip engineers Arm is a British-born success that has grown to over 7000 employees in offices across the globe. It is in the process of being acquired by California tech giant Nvidia for \$40bn.

Arm may not be a household name but if you have a smartphone, digital camera, digital TV, gaming console or a smart meter at home, you've already used an Arm powered product. Its advanced processor designs have enabled 180 billion Arm-based

chips to be incorporated into devices. A trillion Internet of Things devices are expected to be powered by Arm by 2035.

Arm defied the traditional notion of how a technology company competes in the global marketplace. In sharp contrast to its competitors like Intel, it does not manufacture any of its products. Instead, it licenses its patented designs to customers who can then easily modify, manufacture and market microchips around them. This neutrality has enabled it to create 'the world's biggest collaborative ecosystem' where Arm's customers and partners build their business models around Arm's designs, secure in the knowledge that it doesn't compete with them.



### DoNotPay

Joshua Browder, a 23 year old Londoner built his business, DoNotPay, in the US. It is valued at \$80m.

It initially launched as an AI-based app to fight parking tickets in 2015. Having saved people \$9.3m disputing 375,000 parking tickets, Joshua's idea had expanded to cover 1,000 areas of law by 2017 to become what has been dubbed the world's first 'robot lawyer'. DoNotPay now helps anyone fight corporations,

beat bureaucracy and sue anyone at the press of a button.

"The tool is a fantastic case study for why people should care about AI, even if it's not revolutionary on the tech side," commented Tech Crunch. Demand for this innovative and instant approach to consumer rights has apparently boomed over the last year during the Covid-19 pandemic.

Based on take-up to date, it would seem natural for DoNotPay to take on venture financing and contemplate monetisation, but so far Browder has rejected this approach.



### Headspace

Founders Andy Puddicombe and Richard Pierson founded their meditation app in 2010 in London before moving the business to Santa Monica three years later.

Largely self-funded at the beginning, Headspace started to take investment from 2014 to expand. After three funding rounds, the business is valued at over \$300m, with Andy and Richard still owning a majority stake. The app has 70 million users in 190 countries, and more than 1700 companies offer it as an employee benefit.

In 2018 a subsidiary, Headspace Health, was launched to

develop 'pioneering new ways to incorporate meditation into digital medicine to drive meaningful clinical outcomes.' The company also works with US universities including Harvard and Stanford, and the NHS on studies into the health benefits of meditation.

Author Neil Seligman says that Headspace has "led the mindfulness revolution in the digital space. The genius of Headspace was to take something as difficult and nuanced as teaching mindfulness meditation, and break it down into bite-sized, snackable videos, audios and practices," he adds. "This is how they transformed the industry and penetrated the global market."



### Slack

Slack, which was founded in Britain in 2009 by Stewart Butterfield and Cal Henderson, has cemented itself as a key internal communications tool for tens of thousands of companies. Employees use it to share messages and documents and it also plugs into a variety of other workplace applications. Not ground-breaking perhaps, but like all tech successes, the value is in the execution and Slack is a delight to use.

Investors have indeed been forthcoming. The company has attracted \$1.4bn in funding over 13 rounds. Having previously attracted takeover

bids from the likes of Google, Microsoft and Amazon, it was announced in January that Salesforce had acquired the company for \$27.7bn in what has been described as 'a match made in heaven' by Salesforce CEO Marc Benioff.

"The past year has seen an unprecedented acceleration of digital transformation and a radical shift in the popular imagining of how the world uses software to work together," said Stewart Butterfield. "Slack was built for this. We had a record setting year, crossing over the \$1bn revenue run rate mark thanks to breakthrough product innovation that helps customers unlock all of the opportunity that exists in the new digital-first world of work."



### Humio

Founded by Christian Hvitved and Kresten Krab Thorup in 2016 in London, cybersecurity company Humio, which tracks and manages data in the cloud, was recently acquired by California-based CrowdStrike Holdings for \$400m. Also in the cybersecurity business, CrowdStrike said the 5-year-old startup's technology will help it extend its threat detection and response capabilities. George Kurtz, CrowdStrike Co-founder

and CEO said that, following a thorough market review of existing solutions, they were "amazed by Humio's mature technology architecture and proven ability to deliver at scale. The combination of real-time analytics and smart filtering built into CrowdStrike's proprietary Threat Graph and Humio's blazing-fast log management and index-free data ingestion dramatically accelerates our XDR capabilities beyond anything the market has seen to date."



# QUESTION OF THE DAY WHAT DO YOU HOPE FREEPORT STATUS WILL DELIVER FOR THE SOLENT REGION?



**Matt Carter**

Associate Director, Tax  
BDO LLP

“The recently announced concept of Freeports is not new – the UK has previously been home to several ‘free zones’ (as they were then known) – in fact Southampton was one of these between 1984-2012, albeit the advantages were limited only to Customs and Excise benefits.

The Chancellor’s announcement still includes Customs and indirect tax benefits for designated ‘tax sites’ within Freeports but significantly widens the benefits to include other tax breaks including an employer’s NIC reduction, relief for SDLT on commercial land purchases, Business Rates relief for new and certain existing businesses and various enhanced capital allowances also announced. Freeport status also opens up the opportunity for further government support and investment, but how this will be delivered in practice is still subject to clarification in due course.

That the bid for the Solent region was successful and is one of the eight sites announced for the UK is great news for the local economy, and could be very attractive for businesses looking to expand within, or relocate to, our region.

Critics say Freeports will simply divert investment from other regions within the UK or be open for abuse, but I hope this enables the ‘levelling up’ of the area with increased capital investment, skills and employment.

I am particularly excited at the prospect of government support to promote innovation in clean tech and the marine sector – it’s hard not to be taken aback by the Solent LEP’s estimate that Freeport status will deliver £2bn extra investment and create 50,000 extra jobs in the region!”



**Brian Johnson**

Business Director and Chair,  
Solent Local Enterprise Partnership

“In March, we received the great news that our Solent bid had been selected by the Government as one of the eight regions in England to be a Freeport. Freeports are an important part of the UK’s post-Covid economic recovery, and the Solent Freeport will unlock billions of pounds’ worth of investment, create tens of thousands of new jobs and level up our important coastal communities.

Establishing the Solent Freeport will enable the creation of 52,000 new skilled and semi-skilled jobs including 26,000 direct jobs in the Solent and 26,000 in the wider UK supply chain. It is an investment in our future; providing both instant impact and long-term benefits. It will act as a magnet for an estimated £2 billion of extra investment, comprising £1.4 billion from the private sector and £600 million in complementary public sector investment. The Solent has a track record in translating innovation and new technologies into commercial success, and there is an appetite for innovation and building sustainable, long-term opportunities now and in the future.

Focused on the Solent’s most disadvantaged communities, high quality employment space will be created, with investment targeted at state-of-the-art growth sectors and ground-breaking approaches to decarbonisation. Partnerships with our three world-class universities and research assets, alongside a dedicated Solent Freeport Green Growth Institute will provide a centre of excellence in green skills and jobs to ensure local communities – and in particular our young people – can benefit from opportunities created. Covid-19 has widened the opportunity gap for the UK’s most deprived communities and a Solent Freeport provides a once-in-a-generation opportunity to reverse this.”



**Mark Spearing**

Vice-President (Research and Enterprise),  
University of Southampton and Chairman,  
Southampton Science Park Board

“I am delighted that the Solent Freeport proposal has been approved by the government. It represents an exciting development which has great potential to improve the prosperity of the region and to make it an even more attractive place in which to live and work.

Obviously, the primary intention is to strengthen the Solent, and Southampton in particular, as a major commercial port, with a world-leading position in container freight and the cruise industry. In addition, it has the explicit aim of increasing the level of activity and investment in research and innovation in the immediate region.

I am optimistic that the University of Southampton Science Park, and the entrepreneurial community that it fosters, will be very well placed to take maximum advantage of the opportunities as they develop. We are well positioned equidistant between the Southampton waterside and the airport clusters within the Freeport, as well as having good access to the motorway network. The experience of freeports elsewhere is that they can provide particularly attractive bases for companies focused on growth, through early engagement with international markets and supply chains.

While there is a firm intention for research and innovation to be a key part of the Solent Freeport offer, including the establishment of a ‘Green Growth Institute’, this is still in the early stages of development. There is still opportunity to influence its direction, and I would encourage companies based on the Science Park and our partners to look at the plans and think through how they might affect their business, and how they can exploit the opportunity. Robin Chave and I would also be delighted to receive input and questions so that we can feed it into the planning process.”



# Build Back Better: 101 TIPS

Southampton Science Park's events programme went virtual in 2020. Covering a vast array of topics, our Lunch & Learn webinars proved to be extremely popular.



With thanks to Barclays Bank, BDO, BDB Pitmans, Briscoe PR, Chilworth Partnership, Foresight Group, Paris Smith, Pure HR, Skills For Business, Smith & Williamson, Spectrum IT, The Escape, Ian Traynor, and Williams Advanced Engineering, here are 101 things we learned.

## On financial planning

- 1 Mindset is incredibly important when financial planning: start from the premise that everything will not just 'be OK'. Be super honest.
- 2 Use cash in the business before incurring debt: tax breaks and cash lifelines only push problems further down the line.
- 3 Create cashflow forecasts on three bases: what you know has happened, what you know will happen, and what you think might happen.
- 4 Don't forecast more than 13 weeks ahead: any shorter won't give a good level of visibility, any longer is hard to project accurately.
- 5 Keep forecasts simple so that they can be updated weekly and acted upon efficiently.
- 6 Use hard data for financial planning. To be too optimistic by overstating sales and understating costs, or conversely to be too pessimistic dismissing historic trends, will achieve nothing.
- 7 Communicate proactively with HMRC to agree terms to avoid defaulter classification.
- 8 Ensure that you spend wisely on tax deductible items.
- 9 The more that your bank's relationship manager knows about your business, the easier the conversations will be.
- 10 "Banks need to understand how cash works in your business. They need to understand the mechanics behind your forecast – how did you put it together, do your assumptions make sense, and has it been effectively stress-tested?" Ian Jarvis, Barclays Bank.
- 11 Take a wider approach to cashflow planning that includes renegotiating supplier terms and continually evaluating customer risks to understand what may be on the horizon.
- 12 Being a lean business doesn't mean cutting back because increasing spend can have a positive impact on the top-line. It means making sure that every pound spent earns its keep.
- 13 Build trust and give your whole supply chain confidence in their cashflow scenarios by maintaining strong relationships and communication with customers and suppliers.
- 14 R&D tax credits apply to research across all industry sectors, not just heavy research-intensive operations.

- 15 Keep good records, ensure that contracts are right and have R&D tax credit claims verified by experts because they can be checked by HMRC.
- 16 The capital allowance 'super deduction' is designed to incentivise investment in assets – a 130% tax deduction can be applied to equipment purchased up until 2023.
- 17 Corporation tax rates are set to rise for companies with profits over £50k in 2023.
- 18 Stay on top of credit control by sending statements and invoice reminders before and immediately after due dates.
- 19 Don't be tempted to push back payments and squeeze suppliers to safeguard cash. This affects their access to raw materials and goods – they may even go out of business – impacting your own income.

## On funding

- 20 £27bn of private equity and venture capital has been invested in the UK in the last five years.
- 21 "There's a lot of venture capital out there looking to back great businesses, and a lot of good businesses out there that could perform very well," Hugh Minnock, Foresight Group.
- 22 Remember that investors invest on behalf of others who expect a return.
- 23 View investment agreements with a dual hat: not just as a company founder.
- 24 84% of private equity funding was awarded to SMEs in the last five years in the UK.
- 25 Prepare well in advance of any funding transaction by ensuring all contracts and licences are in place. Valuations and speed of investment will be impacted if they are not.
- 26 "Don't waste energy on small matters that investors cannot move on – an experienced legal advisor will explain why they are there, make sure you, as a company owner understand the ramifications of the deal and ensure you have all the protections you need." Oliver Kelly, BDB Pitmans.

## On sales and marketing

- 27 Remember that a strong brand is one of the most powerful, strategic, competitive and tactical tools that a company can draw on.
- 28 View your brand as more than a logo or strapline – it is an asset with values, behaviours and personalities, capable of challenging and leading any marketplace.
- 29 Be clear about the need for a branding project: is it to reflect structural changes, to address competitive market forces, or to address audience perception or relevance?
- 30 Start any brand exercise with in-depth research, auditing and audience mapping before moving onto narrative and design work.
- 31 Engage at all organisational levels to achieve a successful brand exercise – it should be a unifying process that brings people and organisations together, not fracture them.
- 32 "The start point for any brand project is always to identify the key questions that you're trying to answer," Ian Mumford, The Escape.
- 33 Don't be surprised if your website performance differs dramatically from one week to another as search engine algorithms change frequently.
- 34 Google is the undeniable key to unlocking any website's potential as it has 93% of global web traffic.
- 35 Google's mission is to serve up the most relevant, authoritative and well-ordered content for its users. Your mission should be to help Google do just that.
- 36 Change your perspective on SEO: Google views anyone browsing online as their customer, not yours, so help them.
- 37 Content is still king when it comes to SEO but it's no longer about using a high density of keywords – sophisticated search engines assess content against a user's expectations in numerous ways.
- 38 Diversify your website's back links (inbound from third party sites and internal links from one page to another) – it reassures Google of your credibility and authority.

- 39 Don't underestimate the importance of encouraging an organisational culture of sharing and engaging, noting that no organisation can afford to overlook employee advocacy.
- 40 Check your html source codes and URL readability as these both directly impact page load speed – something Google expects to be fast.
- 41 Get visibility of how Google is viewing and evaluating your website with its free Search Console.
- 42 "Listen carefully to the audiences that you're serving as a business. It's more important than ever to 'take the temperature' regularly to understand how they're behaving and what they're saying. Then frame your activities based on this insight," Kevin Briscoe, Briscoe PR.
- 43 Make online content user friendly, unique and locally relevant to build Google's trust that your website is a reliable source of information.
- 44 Have systems in place to onboard new customers and deal with customer queries quickly – lengthy approval chains simply delay cash injections.
- 45 Don't skip due diligence on new customers – ensure that they're not introducing risk into your business and set credit terms wisely.
- 46 "We expect to work with leaders who know who their first customers are going to be and are engaging with decision makers. They are ready to transition from technology to paid product and they are willing to put robust processes in place to spend in line with their commercialisation plan," Matthew Burke, Williams Advanced Engineering.





## On teams

- 47 “Whatever it is, you can never communicate too much – people make assumptions if they don’t hear from you,” Stephanie Barnett, Pure HR.
- 48 Pay a lot more attention to how you differentiate your company to employees and candidates, not just your customers, if you want to attract the best people.
- 49 Achieve efficiency by rebuilding company culture and knitting workforces back together.
- 50 Respond quickly if you don’t want to miss out on good people when recruiting because candidate experience from the outset is now paramount.
- 51 Work with reluctant returners on a case-by-case basis to understand why they are hesitant to return to work. Amid a host of scenarios, a blanket approach won’t work.
- 52 Remember that business owners have a quite different perspective to their staff.
- 53 Starting salaries are now much higher than they used to be because there are too few good quality STEM graduates coming into the workplace.
- 54 Expect to see many more good people looking for apprenticeships as the cost of university is becoming prohibitive to many.
- 55 Consider that everyone’s home situations are different, so ask regularly to understand if there’s anything that you as an employer can do to help respond to employees’ needs.
- 56 Tailor internal communications as different age groups respond to different channels.
- 57 Rethink benefits – they’re no longer about free parking or statutory holiday entitlement, but about wellness.
- 58 Low cost, high value benefits are a great way to expand your talent pool – consider flexible/compressed hours, out-of-hours family support, mental first-aid, extra holiday provision and medical cash plans.
- 59 Use your recruitment partner wisely throughout the onboarding process to ensure your preferred candidate doesn’t change their mind.
- 60 Don’t rely on personality profiling when building high-performance teams. Understanding and acting on motivations has far greater significance than ever before.
- 61 Young people tend to consider their personal motivations first and then set about finding company cultures that match these, in preference to skills-based job searches.
- 62 There are nine reasons people get out of bed to work each day, in three categories: relationship-based, achievement-based and growth-based motivators. All bring value.
- 63 Personal motivations change. As a manager, you need to be able to spot these changes in your staff and adapt your approach accordingly.



- 64 “Once you start understanding motivations, it is possible to find the right people to drive a business forward, especially in challenging situations like we’ve faced this year,” Steve Jones, Skills for Business.
- 65 Look for visible cues that signal that someone may be beginning to struggle as acute stress and anxiety are becoming greater challenges for businesses.
- 66 Mental health first aid training in the workplace is a good investment right now.
- 67 Cast your recruitment net wider by considering flexible working approaches.
- 68 Use cloud-based systems to monitor outputs and objectives if you’re worried about team productivity.
- 69 Consider Employee Assistance Programmes: independent support that can be a wellbeing lifeline for employees, while keeping you focused on operational matters.
- 70 Calculate holiday entitlement carefully this year due to the wide-ranging situations that staff have been placed in during lockdowns.
- 71 Stay on the right side of the law by ensuring that all new employees have a contract in place for their first day.
- 72 Recognise that the challenges people face are incredibly varied depending on their personal circumstances, so make every attempt to understand individual situations.
- 73 Social distancing requirements have created challenges around shift patterns. If you need to change staff rotas these must be carefully consulted upon.
- 74 “Your time is not wasted if a candidate isn’t right for one particular role. If they have good experience, they could come back in a couple of years,” Rod Hutchings, Chilworth Partnership.

## On workspace

- 75 Companies are beginning to relocate from London to Southampton to benefit from reduced regional salaries, higher retention rates and enhanced staff wellbeing.
- 76 Provide an office set-up for young employees: they feel disadvantaged if they’re not able to work physically as part of a team and benefit from face-to-face training and mentoring.
- 77 Post your Covid-19 risk assessment on your website as a public demonstration of your commitment to creating a safe workplace.
- 78 Don’t skimp on risk assessments and display screen assessments for staff working at home to remain compliant with health and safety at work legislation and guard against claims for back and neck problems.

## On you

- 79 “Improve your relationship with your body – it really is the key to everything!” Ian Traynor, Osteopath and Podcaster.
- 80 Review your work/life balance regularly: make sure your UP-stress levels are constantly balanced by great DOWN-times of relaxation, fun and play.
- 81 Do a quick audit of what affects your sleep quality and decide on the corrective measures you need to take.
- 82 Quit alcohol and make your last meal at least four hours before bedtime (and no snacks!) to make an immediate and huge difference to your sleep quality.
- 83 A one-off wealth tax of 5% for all UK residents with assets over £500k is being considered by government.
- 84 Put your personal tax affairs in order now – it’s a good time because values are deflated.

## On recovery

- 85 “Every business will benefit from sitting and reflecting on the situations they’ve faced this year and more efficient businesses will emerge,” Kim Hayward, BDO.
- 86 Take this opportunity to embrace new ways of working rather than returning to old habits.
- 87 Set about winning hearts and minds to re-engage staff.
- 88 Look really, really hard at what’s gone right and wrong this year and be honest – brutal even – with yourself about this. Use this analysis as an opportunity to pat yourself and your colleagues on the back for the good, learn lessons from the rest and weave these into your future planning.
- 89 Consult with employees before making big decisions – they have ideas that could support restructuring, productivity, efficiency and recovery.
- 90 Be agile: pivot towards different income streams and refocus your marketing strategies and staff efforts accordingly.
- 91 Don’t blame everything on the pandemic if it’s not the pandemic’s fault! There are many economic factors that need to be considered to create long-term sustainable businesses.
- 92 Remember the way you go about rightsizing is critical – people will forget what you said and how you said it, but they won’t forget how they felt.
- 93 Look holistically at what is needed to build a better, stronger business because it is not always cash: it could be a new skill or investment in a particular area like marketing that will unlock recovery.
- 94 Lean does not mean cutting costs. It’s about efficiency, making sure that everything that should work for you, does work for you.
- 95 “Everyone should realise that the only real way to raise money is to get the economy going again: if businesses are doing well, there’s cash in society and there’s a multiplier effect,” Paul Duckworth, Smith & Williamson.
- 96 Innovative businesses have extremely loyal staff, people who are emotionally and sometimes financially committed to its success, so these companies are more agile and resilient to shocks.
- 97 Now is a great time to be launching a business if you’ve got a strong idea and commercial acumen as crisis situations fuel some of the best start-ups.
- 98 Spend cash in the right places, rationalise your choices and move forward as a lean business.
- 99 Focus on how things have changed for your audiences and adapt your communications accordingly.
- 100 Share helpful knowledge to renew engagement with your stakeholders.
- 101 Remember that recovery is highly sector specific. There is no right or wrong.



# T T U N K E Y I N

Tokyo may not be able to welcome an army of visiting sports fans for the XXXII Olympiad this summer, but that doesn't mean that the host nation won't be showing off its technological prowess to spectators around the world. Here's what we expect to see.

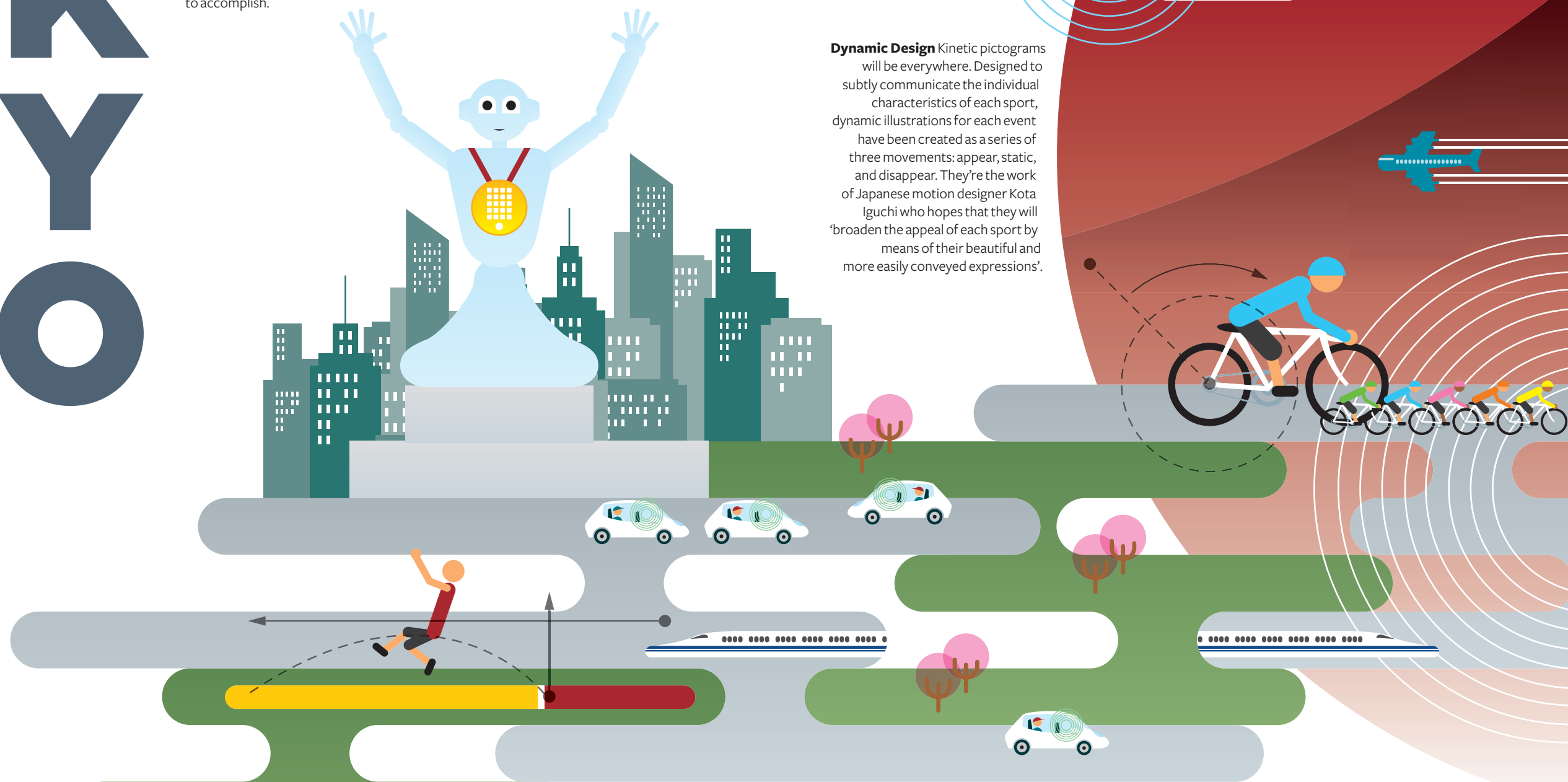
**Helping Hands** A small army of robots will be on the march right across the Olympic village and venues, programmed to help anyone in pretty much any way; from directions, translations and transport advice to carrying bags and guiding wheelchair users to their seats. The idea is to showcase a future where robots assist humans regardless of their nationality, age or socioeconomic status.

**On the Podium** Close to 79,000 tons of used small electronic devices (including 6.21 million mobile phones) has been collected and recycled into 32kg of gold, 3,500kg of silver and 2,200kg of bronze to create the coveted medals. It's the first time in Olympic history that citizens have been involved in creating materials for the event and it took two years to accomplish.

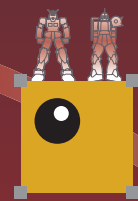
**Asteroid Showers** Colourful microsatellites that glow like a 3-magnitude star while burning and racing at five miles per second will be creating artificial meteor showers across Tokyo skies. They're the work of Japanese astronomy start-up ALE in collaboration with Japanese universities.

**Televisual Spectacle** The Tokyo Games will be the first to use a cloud-based platform for live broadcasting, generating efficiencies in terms of lower latency uploads, faster editing and streaming. Japanese broadcaster NHK will also be using super hi-tech microphones that can process sound from anywhere in the stadium and a picture quality that's 16x sharper than HD televisions: Super 8K.

**Dynamic Design** Kinetic pictograms will be everywhere. Designed to subtly communicate the individual characteristics of each sport, dynamic illustrations for each event have been created as a series of three movements: appear, static, and disappear. They're the work of Japanese motion designer Kota Iguchi who hopes that they will 'broaden the appeal of each sport by means of their beautiful and more easily conveyed expressions'.



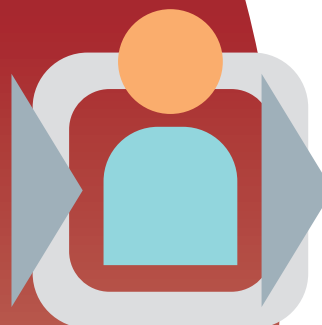




**Outer Space** Miniature versions of two of Japan's most popular animated characters (Mobile Suite Gundam and Char's Zaku) will be sent on a mission to orbit the earth during the games. Aboard a gold-coloured satellite called 'G-SATELLITE TOKYO 2020' the characters' images will be captured and transmitted by tiny cameras while a bulletin board will convey multilingual messages. The project is the work of Tokyo University and the Japan Aerospace Exploration Agency.

**Lost in Translation** With language barriers expected to pose a significant communication challenge, Panasonic has been developing a device to be worn around the neck to instantly translate 10 languages into Japanese vice versa, as well as an app that can scan and instantly translate signs. VoicTras is another a real-time language translation app that will deliver text translation in up to 27 languages.

NEW  
WORLD  
RECORD!



SEKAI  
SHIN  
KIROKU!

世界新記録

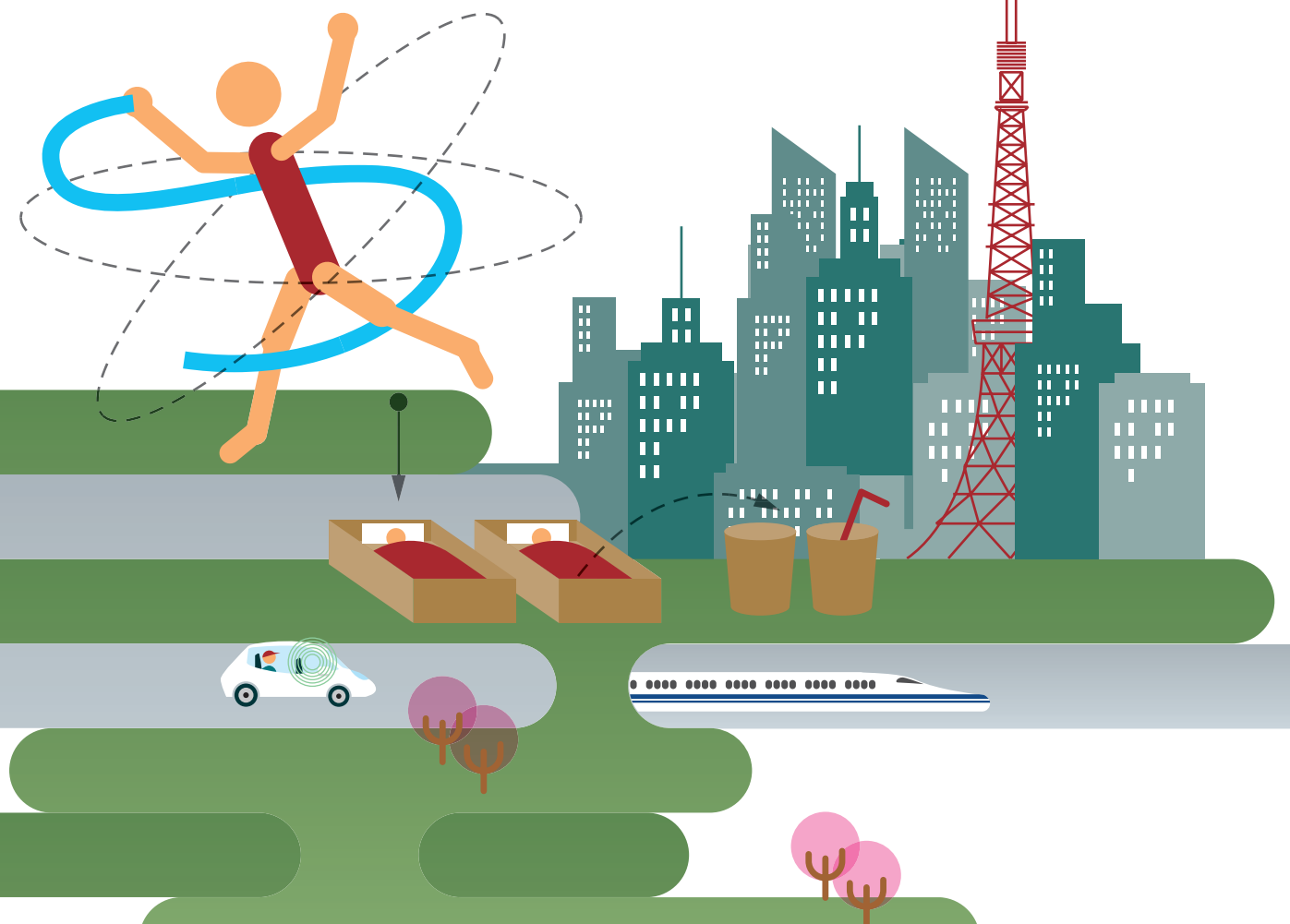
**Robo Cabs** Look out for autonomous robo-taxis driving athletes around the city, summoned by a voice-commanded mobile app. Nissan, Toyota and Japan's major provider of online services, DeNA are collaborating.

**3DAT** Three-dimensional athlete tracking will be used to improve technical scoring accuracy while deep learning algorithms, which assess the athlete's form, motion and biomechanics, will also provide new levels of coaching insights. Developed by Intel and hosted on Alibaba's cloud, the system uses four cameras to achieve a 3D view of athlete movements and is particularly helpful in analysing complex motions, such as in gymnastics.

**Virtual Reality** We expect several events to be viewable through VR, including the opening and closing ceremonies, track and field, gymnastics, boxing and beach volleyball, so Intel has been working on upgrading the VR fan experience. Its latest iteration features 8K definition, a 360-degree view and adjustments which claim to eliminate the dizziness sometimes experienced by VR users.

**Bed & Board** In accordance with its concept of being "better, together – for the planet and the people" athletes will be sleeping in 18,000 beds, manufactured from renewable cardboard, capable of holding up to 200kg each. Following the event, the beds will be recycled into paper products and the mattress components, which aren't made of cardboard, will be recycled into plastic items.

THE ORGANISING  
COMMITTEE'S  
VISION IS THAT  
THE TOKYO  
GAMES WILL BE  
"THE MOST  
INNOVATIVE IN  
HISTORY, AND  
WILL BRING  
POSITIVE REFORM  
TO THE WORLD"





# ON THE PARK

News from the Science Park Community

## Uncovering the Universe



ITDev is working on an ambitious international project to enable scientists to study the universe in more detail than ever before. It is hoped that the project will provide crucial answers to questions about the existence, nature and composition of gravitational waves predicted by Einstein, and whether we are alone in the universe, whilst mapping hundreds of millions of galaxies.

The Square Kilometre Array (SKA) organisation needed specialist software resources to contribute to the development of the SKA-Low Monitoring Calibration Control System for the development of two cutting-edge radio telescopes, SKA-Mid and SKA-Low. Experience of software and systems engineering applied to the development of Supervisory Control and Data Acquisition systems, which ITDev has, was a prerequisite.

The construction and operation of the telescopes is being overseen by the SKA Observatory (SKAO), an intergovernmental organisation

supported by more than 500 engineers, over 1,000 scientists and policymakers in more than 20 countries. Two radio telescope networks will be built in South Africa and Australia, where the view of the Milky Way is best and radio frequency interference is least. The optical fibre required will wrap twice around the earth and will be so sensitive that it will detect the equivalent of an airport radar on a planet tens of light years away. Data collected from the telescopes will be transferred to regional centres around the world to benefit the global science community.

Following its initial involvement, ITDev extended its engagement to provide field-programmable gate array (FPGA) skilled resources to the project.

[www.skatelescope.org/the-ska-project/](http://www.skatelescope.org/the-ska-project/)



## Progress on the Pandemic

Since March 2020, Wessex Academic Health Science Network (WAHSN) has seen a rapid uptake of innovation and transformation across a wide range of services, brought about by a necessity to change at pace to focus on the care of Covid-19 patients. From supporting GP practices and care homes to use video calling technology, to the implementation of electronic repeat medicine dispensing, through to the approval of new PPE equipment, it has quickly realigned resources, staff, and expertise to support the overall response to tackling the pandemic.

One example of the many projects WAHSN has provided support and expertise to is Covid Oximetry @home, which remotely monitors those patients diagnosed with, or suspected of having, Covid-19.

As of March 2021, around 16,000 patients have benefitted from the service which provides patients with a pulse oximeter to record their

oxygen saturation stats. Should saturation levels drop beneath 95%, patients are urgently contacted and sometimes admitted to hospital to avoid the patient suffering from 'silent hypoxia.' The implementation of the Covid Virtual Ward, which facilitates safe, early discharge from hospital for Covid-19 patients along with their treatment package started in hospital, followed on from this programme.

Another example is the rapid development of a Personal Respirator Hood (PeRSo), where WAHSN worked in partnership with the University of Southampton and University Hospital Southampton NHS Foundation Trust. WAHSN took an active role in accelerating progress for the cross-organisational project team by engaging expertise on the pathway to regulatory approval and appropriate CE mark.

To date, 3,500 PeRSo 3 units have been manufactured locally for use at University Hospital Southampton. A further 15,000 units have been sold nationally to 30 NHS trusts. The co-designers were awarded the Royal Academy of Engineering President's Special Award and MBEs in the Queen's Birthday Honours for this work.



## Stimulating Economic Success

Southampton Science Park's Catalyst business accelerator programme has been awarded generous grants totalling £81,000 by Hampshire County Council and Test Valley Borough Council.

Leader of Hampshire County Council, Councillor Keith Mans, commented: "The future prosperity of Hampshire centres around encouraging business to locate, grow and succeed here; ensuring tomorrow's workforce has the right skills to thrive; and creating an environment which is attractive for people of all ages and backgrounds. With its focus on technology and innovation in Hampshire, the Southampton Science Park project has an exciting part to play in this ambition."

Test Valley Borough Council's economic development and tourism portfolio holder, councillor David Drew, added: "Southampton Science Park continues to be a really important partner for the council, and I'm very pleased that we could help fund the growth of this already successful scheme for those potentially high value science and technology ventures. The current climate is clearly a tricky one, so giving those who are passionate enough to pursue their goals as much help as possible is a priority in the economic recovery in our borough."

Science Park CEO, Robin Chave, said: "Our Catalyst initiative stands apart from other business growth schemes in that there is no cost to participants and no equity is taken from their companies. That's why this funding from Hampshire County Council is so valuable and we are most grateful to Hampshire County Council and Test Valley Borough Council for acknowledging the work that we are doing in stimulating innovation in Hampshire."

He continued: "Access to funding is absolutely critical for early-stage businesses and unfortunately this is the reason that many start-ups – even those with the most exciting ideas, novel technologies and credible entrepreneurs at the helm – ultimately fail. That's why the money we have received will be targeted at companies that show considerable potential for growth and job creation."

Naomi House & Jackspace  
hospices for children and young adults

### RUN 4 RESPITE

MAKE YOUR MILES COUNT

The Chilworth Partnership team, together with Venture Recruitment Partners, has raised over £400 for Naomi House and Jackspace, Hampshire based hospices for life-limited and life-threatened children and young adults.

Run 4 Respite is a virtual distance challenge, with participants required to cover 105 miles in March to raise £105. This funds five hours' respite care which gives families the chance to regroup, relax, and to rebalance family life. [www.naomihouse.org.uk](http://www.naomihouse.org.uk)



# DIRECTORY

## Aareon UK

E: uk.bids@aareon.com  
T: 024 7632 3723  
W: www.aareon.co.uk

## Absolar Solutions

E: support@absolar.co.uk  
W: www.absolar.co.uk

## AccelerComm

E: info@accelercomm.com  
T: 023 8011 8091  
W: www.accelercomm.com

## AudioScenic

E: info@audioscenic.com  
T: 023 8011 8141  
W: www.audioscenic.com

## Automata

T: 020 3887 0254  
W: www.automata.tech

## Avonglen

E: enquiries@avonglen.com  
T: 023 8076 2570  
W: www.avonglen.com

## Building Engineering Management

E: m.dorgan@bemanagement.co.uk  
T: 07876 350529

## C Squared Visions

E: info@c2visions.com  
W: www.c2visions.com

## Centre for Health Research and Education

E: info@chre-uk.com  
W: www.chre-uk.com

## Century Link

T: 0845 000 1000  
W: www.centurylink.com

## Chilworth Partnership

E: lynne@chilworthpartnership.co.uk  
T: 023 8011 1813  
W: www.chilworthpartnership.co.uk

## Critical Software

E: info@criticalsoftware.co.uk  
T: 023 8011 1339  
W: www.criticalsoftware.com

## Crondall Energy

E: enquiries@crondall-energy.com  
T: 01962 841133  
W: www.crondall-energy.com

## Dekra

E: Process-safety-uk@dekra.com  
T: 023 8076 0722  
W: www.dekra-uk.co.uk

## Device Access

E: info@deviceaccess.co.uk  
T: 023 8011 8300  
W: www.deviceaccess.co.uk

## Dynamon

E: info@dynamon.co.uk  
T: 023 8098 5410  
W: www.dynamon.co.uk

## Enims

E: info@enims.co.uk  
T: 0845 644 0196  
W: www.enims.co.uk

## Englyst Carbohydrates

E: enquiries@englyst.co.uk  
T: 023 8076 9650

## Fibercore

E: info@fibercore.com  
T: 023 8076 9893  
W: www.fibercore.com

## Filament

E: andy.feltham@filament.uk.com  
T: 020 3176 1267  
W: www.filament.uk.com

## Forensic Genomics Innovation Hub

T: 023 8011 8981

## Fresh Relevance

E: hello@freshrelevance.com  
T: 023 8011 9750  
W: www.freshrelevance.com

## Generate 3D

E: mitch.wisniewski@outlook.com

## Grant Thornton UK

E: gtsouthampton@uk.gt.com  
T: 023 8038 1156  
W: www.grantthornton.co.uk

## Gresham Tech

E: info@greshamtech.com  
T: 020 7653 0200  
W: www.greshamtech.com

## HiLight Semiconductor

E: sales@hilight-semi.com  
T: 023 8097 0330  
W: www.hilight-semi.com

## Horizon Power & Energy

E: enquiries@horizon-pe.com  
T: 01962 217007  
W: www.horizonpowerandenergy.com

## iMeta Technologies

E: enquiries@imeta.com  
T: 0845 241 4145  
W: www.imeta.com

## Imosphere

E: info@iosphere.co.uk  
T: 0800 802 1884  
W: www.iosphere.co.uk

## Inflowmatix

E: info@inflowmatix.com  
T: 07801 715636  
W: www.inflowmatix.com

## ITDev

E: info@itdev.co.uk  
T: 023 8098 8890  
W: www.itdev.co.uk

## Jacobs

E: contactus@jacobs.com  
T: 023 8011 1250  
W: www.jacobs.com

## Jasper Therapeutics

E: contact@jasper-therapeutics.com  
W: www.jasper-therapeutics.com

## Korusys

E: enquiries@korusys.com  
T: 0844 504 1680  
W: www.korusys.com

## Liberatti

E: nima@Liberatti.com  
T: 023 8038 5182  
W: www.Liberatti.com

## Mambo-Tox

E: info@mambo-tox.co.uk  
T: 023 8076 2580  
W: www.mambo-tox.co.uk

## Mantella

E: sales@mantella.co.uk  
T: 023 8098 4902  
W: www.mantella.co.uk

## Materialise UK Southampton

E: info@orthoview.com  
T: 023 8076 2500  
W: www.orthoview.com

## Maverick Aviation

E: info@maverickaviation.co.uk  
W: www.maverickaviation.co.uk

## Meda Technologies

E: martin.adams@meda.co.uk  
T: 020 3287 8744  
W: www.meda.co.uk

## Merck Performance Materials

E: reception.chilworth@merckgroup.com  
T: 023 8076 3300  
W: www.merck-chemicals.co.uk

## MicroGem

E: info@microgemplc.com  
W: www.zygem.com

## Multiple Access Communications

E: enquiries@macld.com  
T: 023 8076 7808  
W: www.macld.com

## Nine23

E: enquiries@nine23.co.uk  
T: 023 8202 0300  
W: www.nine23.co.uk

## NIHR ARC (formerly Wessex CLAHRC)

E: wessexclahrc@soton.ac.uk  
W: www.clahrc-wessex.nihr.ac.uk

## Nordson X-RAY (formerly vivaMOS)

E: Dan.Cathie@nordson.com

## nquiringminds

E: info@nquiringminds.com  
T: 023 8115 9585  
W: www.nquiringminds.com

## Oat Services

E: ar@oat.co.uk  
T: 023 8076 7228  
W: www.oat.co.uk

## One Pension Consultancy

E: Duncan.Revolta@onepc.co.uk  
T: 023 8076 2590  
W: www.onepc.co.uk

## Optomel

E: info@optomel.com  
W: www.optomel.com

## Otsuka Health Solutions

E: cgadd@otsuka-europe.com  
W: www.otsukahealthsolutions.com

## oXya UK

E: info-uk@oxya.com  
T: 023 8011 9830  
W: www.oxya.com

## Peter Hall

E: peter@peterhall.org.uk  
T: 023 8011 1366  
W: www.peterhall.org.uk

## PointCloud

E: info@pointcloudnet.com  
W: www.pointcloudnet.com

## Promega UK

E: hilary.latham@promega.com  
T: 023 8071 7319  
W: www.promega.com

## PT Solutions

E: info@ptslimited.co.uk  
T: 023 8011 1844  
W: www.ptslimited.co.uk

## Quantum Solutions

E: info@quantum-solutions.com  
T: 07389 826 941

## Renovos

E: enquiries@renovos.co.uk  
W: www.renovos.co.uk

## Semantic

E: incoming@semantic.co.uk  
T: 023 8011 1540  
W: www.semantic.co.uk

## Senseye

E: hello@senseye.io  
T: 0845 838 8615  
W: www.senseye.io

## SETSquared

E: info@setsquared.co.uk  
T: 01225 388734  
W: www.setsquared.co.uk

## Sloan Water Technology

E: enquiries@sloanwatertechnology.co.uk  
T: 02380 118332

## Sooba Medical

E: a.mosayyebi@soobamedical.com

## Southwestsensor

E: admin@southwestsensor.co.uk  
W: www.southwestsensor.co.uk

## Spectrum IT Recruitment

E: contactus@spectrumit.co.uk  
T: 023 8076 5800  
W: www.spectrumit.co.uk

## Swedish Biomimetics 3000\*

E: info@swedishbiomimetics3000.com  
T: 023 8017 1468  
W: www.swedishbiomimetics3000.com

## Taicaan

E: info@taicaan.com  
T: 023 8076 3796  
W: www.taicaan.com

## Tekever

E: info@tekever.com  
T: 023 8097 0650  
W: www.tekever.com/en

## The Invisible Assistant

E: hw@theinvisibleassistant.co.uk  
T: 07917 682816  
W: www.theinvisibleassistant.co.uk

## The IT Innovation Centre

E: info@it-innovation.soton.ac.uk  
T: 023 8059 8866  
W: www.it-innovation.soton.ac.uk

## Tonic Analytics

E: info@tonicanalytics.com  
T: 023 8098 2122  
W: www.tonicanalytics.com

## TrackBack

E: enquiries@trackback.net  
T: 0844 470 1701  
W: www.trackback.net

## TrouDigital

E: info@troudigital.com  
T: 023 8098 1110  
W: www.troudigital.com

## U4Global

E: info@u4global.com  
T: 023 8076 0909  
W: www.u4global.com

## Uniq Technology

E: helpdesk@uniqit.co.uk  
T: 01794 377388  
W: www.uniqit.co.uk

## Utonomy

E: Info@utonomy.co.uk  
T: 07787 575487  
W: www.utonomy.co.uk

## Wessex Academic Health Science Network

E: enquiries@wessexahsn.org.uk  
T: 023 8202 0840  
W: www.wessexahsn.org

## Wessex Institute

E: info@netscc.ac.uk  
T: 023 8059 5586  
W: www.nets.nihr.ac.uk

## Wood Group

T: 023 8011 8800  
W: www.woodgroup.com

## Woodrow Scientific

E: john.clowes@woodrowscientific.com  
W: www.woodrowscientific.com

## Xim

E: laurence@xim.ai  
T: 07803 950356  
W: www.xim.ai

## Yellow Dot Nursery

E: hello@yellowdotnursery.co.uk  
T: 023 8076 0593  
W: www.yellowdotnursery.co.uk

## Zelemiq

E: enquiries@zelemiq.com  
W: www.zelemiq.com

## Zenergi

E: bepositive@zenergi.co.uk  
T: 023 8028 6300  
W: www.zenergi.co.uk

# SO

## What's next? Where's next?

- Building your profile?
- Commercialising your ideas?
- Making an impact with your research?
- Fast tracking growth?
- Shaping society with your technology?
- A unique community of like-minded people?
- Scaling your operations?

At the University of Southampton Science Park we work hard to retain our enviable reputation as the South's centre of excellence for successful science and technology businesses. From start-up to scale-up, we accommodate, we equip, we nurture and we empower organisations to see beyond today and shape tomorrow.

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