



Confidential – Sept 2023 V1

Job Description:

Business Analytics Manager – Computer Science

Reporting to: Head of Business Analytics

Overview

‘Commercialising The University of Manchester’s innovations and IP to create positive social, economic and environmental impact’

The University of Manchester is committed to generating world class innovation that will create major social and economic benefit across the globe. University of Manchester Innovation Factory Ltd is The University of Manchester subsidiary responsible for identifying and leading the commercialisation of its innovations and intellectual property.

The Innovation Factory works with academic and staff inventors from across the University to identify innovative opportunities that have the potential to create social, environmental, and economic impact. It then translates these into a form where they can be used by industry and society. Access to innovations may be created via technology licensing or the formation of spin-out companies. The Innovation Factory aims to provide a world class service to academic colleagues and to attract and engage with important external stakeholders including industry; entrepreneurs; licensees and investors; and corporate venture partners.

The Innovation Factory organisation is structured to deliver its mission. It has functional groups and teams. These are: Invention Discovery, Business Development, Investment & Licensing (which includes Business Analytics, Investment & Licensing and Asset Portfolio Management) and Corporate Services (which includes, Finance, HR & Talent, Legal Services, IP Services, and Marcoms).

These groups work closely together in an integrated process that begins with the ‘discovery’ of an innovation’ and culminates in the exploitation and management of a high-value asset such as a commercially valuable IP license or spin-out business.

Putting ideas to work

University of Manchester Innovation Factory Limited
Core Technology Facility
46 Grafton Street
Manchester
M13 9NT
UK

Registered in England & Wales No. 05177409

uominnovationfactory.com

+44 (0)161 306 8510



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Business Analytics Team - Overview

The Innovation Factory's Business Analytics Team is responsible for the critical analysis of the invention and the definition of its commercial potential, developing a detailed and reasoned case for commercialisation and the documentation required to support commercialisation activities.

The Business Analytics Team will understand the unmet need that the invention addresses, how the invention meets that need in a competitive manner and its potential value.

The Business Analytics Team is responsible for defining and assessing scientific, customer and market data to determine an invention's commercial potential. Following this analysis, the Business Analytics Team will make a recommendation on the plan for exploitation.

Working in close collaboration with the Innovation Disclosure Team and the Investment & Licensing team, they will develop a package of information that can be used to produce commercially compelling business plans, valuations and partner due-diligence activities and present their findings for approval at Stage Gate 2

The Business Analytics Team are responsible for communicating with the inventors the analysis and decisions made in the Innovation Factory about invention. This will be done with support from the Innovation Discovery Team.

Business Analytics Manager (Computer Science)

Key Accountabilities

Assessment of Market Opportunity

- Describes and quantifies the unmet need that the invention is seeking to address.
- Analysis of the value of meeting the unmet need by comparison to current solutions and competitor developments.
- Describes and quantifies the market potential based on informed cost-benefit analysis, market access considerations and competitive activity.

Customer Identification and Feedback

- Undertakes a programme of customer discovery work to qualify the needs, market constraints and fit.
- Articulates payment pathways and routes to market.

Technology

- Provides a detailed scientific analysis of the data developed to date, highlighting strengths, weaknesses, opportunities, and threats.

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- Collates all data and relevant scientific literature and develops a technical dossier for prospective partners.
- Highlights additional scientific studies required to demonstrate value and secures proof of principle funding from appropriate sources.

Competitive landscape

- Performs analysis of the current and future competitive threats, market trends and regulatory environment.
- Assesses the potential impact to the commercial success of the project and proposes strategies for mitigation of risks.

Project Plan

- In collaboration with the Investment & Licensing Manager, develops a detailed and appropriate project plan for the development of the opportunity, which includes: -
 - i. *Technical plan*
 - ii. *Commercial plan*
 - iii. *Resource requirements, including funding options, development partners, advisors and/or management*
 - iv. *Risk analysis*

IP Management

- Develops a commercially focused IP Strategy and manages the IP assets to achieve commercial goals.
- Conducts appropriate and thorough prior art searching and in collaboration with Innovation Discovery Team, files and maintains an appropriate patent portfolio.
- Assesses freedom to operate potential and makes appropriate recommendations.
- Conducts thorough IP definition, IP valuation for spin out documents, instructs IP due diligence and revenue share assessments.
- Maintains awareness of timing and cost constraints imposed on project due to patent deadlines and makes appropriate and timely recommendations.

Partners

- Identifies potential lead investors for spin out opportunities and/or potential commercial partners as licensees, compiling profiles of targets and gathering initial feedback where appropriate.
- Introduces early-stage opportunities to Northern Gritstone, gathering and acting on feedback where appropriate.
- In collaboration with the MarCom's team and Investment & Licensing Manager, develops and maintains up-to-date marketing literature, appropriate to the stage and commercial direction of the opportunity.

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Skills, Experience & Qualities

Essential

- Demonstrable scientific experience within Computer Science.
- Experience in an innovative, commercial environment
- Informed about new Science & Engineering developments and market-specific trends.
- Analytical and thinks broadly about the commercial impact before making decisions.
- Delivers in order to achieve Innovation Factory company objectives and performance targets.
- Builds strong collaborative relationships with inventors, colleagues and both internal and external stakeholders.
- Excellent verbal and written communication skills.
- Works within time and cost constraints appropriate to the project.
- Respects and works according to the Innovation Factory's company values, namely;



Qualifications:

Essential

- Higher degree in a Computer Science (or equivalent) related subject.

Desirable

- A business or project management qualification.

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