



**UWSP Helping to grow your business - Regular feature.**  
Ignite programme, Access to finance,  
Techmark - Technical Marketing.  
turn to page 3

# Spark



University of Warwick  
Science Park

News from The University of Warwick Science Park

Winter 2010



*Pictured: From the left, Dirk Schaefer (Techmark), Mark Eley (Sime Foundry), Mark Kendrick (Rakeplan Engineering) and Ralph Kendrick (Rakeplan Engineering)*

## Science Park increases business for recession hit engineering company

Wolverhampton based automotive engineering company Rakeplan Engineering was forced to lay off half its staff when it was among many automotive supply chain firms to be hit heavily by the recession.

Rakeplan approached the Manufacturing Advisory Service for help. Rodger Cooper recommended Techmark – UWSP’s technical marketing support programme to improve the company’s sales and marketing activity.

Mark Kendrick, managing director of Rakeplan, said: “We had a great deal of enquiries from the marketing campaign and in fact it has almost been too much to handle because at times we have had so many to deal with. We have definitely seen an

impact from it and it has led to new business.”

The upturn in business has led to the company employing two extra machine operators to cope with demand in this country and abroad.

Mark, added: “I was blown away by what Techmark created for us and the success of the marketing campaign that they designed. I can now do my own marketing without spending too much time on it.”

Dirk Schaefer, of Techmark, said they

had designed, executed and implemented a cost effective marketing campaign for Rakeplan Engineering.

“There are many companies just like Rakeplan in the West Midlands who need help with their marketing but very often don’t know where to start,” he said.

“We can help them make the right decisions and we can even potentially get them some funding towards a project if they are a West Midlands manufacturer.”

“I was blown away by what Techmark created for us and the success of the marketing campaign that they designed”

## Major expansion for Science Park tenant

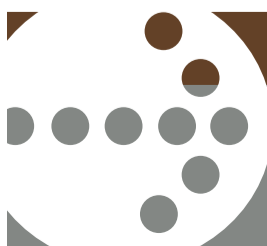


*Pictured: CRT chief executive Simon Rowland hands the keys to the company’s office back to Business Innovation Centre manager Karen Aston.*

Customer Research Technology (CRT), which was created as a result of one of UWSP’s business support programmes, is ready to fly the nest from the University of Warwick Science Park’s Business Innovation Centre having undergone as many as four moves within the centre in recent years.

CRT specialises in industry leading customer survey solutions which collect customer feedback on touch screens, online or by SMS, to help businesses and organisations improve their customer service.

*continued...*



**IS YOUR BUSINESS IN NEED OF CAPITAL INVESTMENT?  
FIND OUT MORE ON PAGE 3**



continued...

The company launched at the Business Innovation Centre in 2001 with just three staff and has grown steadily over the years. And, having enjoyed another successful year, the now 26-strong firm is off to pastures new.

Simon Rowland, chief executive of CRT, said: "In this fragile economic

climate we have been able to continue our growth because we work across the retail, leisure and public sectors, helping them to improve their service levels.

"Being based at the Science Park has been tremendous as it has allowed us to constantly grow and as well as continuing to supply our feedback

products to leading high street retailers, such as Specsavers, around 80 hospitals as well as leisure centres, councils and the Police."

Karen Aston, centre manager at the Business Innovation Centre, added: "CRT started out with a 300 sq ft office and in nine years has enjoyed tremendous success which has seen

them move several times within the building.

"The company was created as a result of a Business Creation Programme run by the University of Warwick Science Park in the late 1990s, which has led to CRT outgrowing the Business Innovation Centre and moving to their own building. Over the years, CRT has taken advantage of

other business support available to all our tenants and SMEs across the region.

"In many ways, it's a case of 'job done' for us. The company came to us as a start-up and now they leave as a thriving technology business. Now, with the space available, the process can begin with the next fledgling company."

"In this fragile economic climate we have been able to continue our growth because we work across the retail, leisure and public sectors, helping them to improve their service levels."



Picture: Derek Hoyle (Embed), Angela Childs (UWSP), Ivan Wilson (Embed)

## Company started by former MG Rover staff expands into America

After a string of recent domestic successes, Science Park based Embed Ltd, which specialises in creating the "brains" embedded within the electronic devices found in ever increasing numbers within modern vehicles, is hoping to start chipping away at the American market.

The company was recognised by the Federation of Small Businesses earlier this year, winning awards for its 'Innovation' along with a commendation for its use of technology.

On the back of their success, the company has expanded its workforce to 12 people and has now formed a partnership with American company, New Eagle.

New Eagle creates ready to use controller systems for the automotive industry – to be used in prototype and production vehicles.

The two companies hope that by forming a partnership and sharing their products, services and consultancy, opportunities will become available in new markets.

Ivan Wilson, director of Embed Ltd, said: "It's been a good 2010 for us.

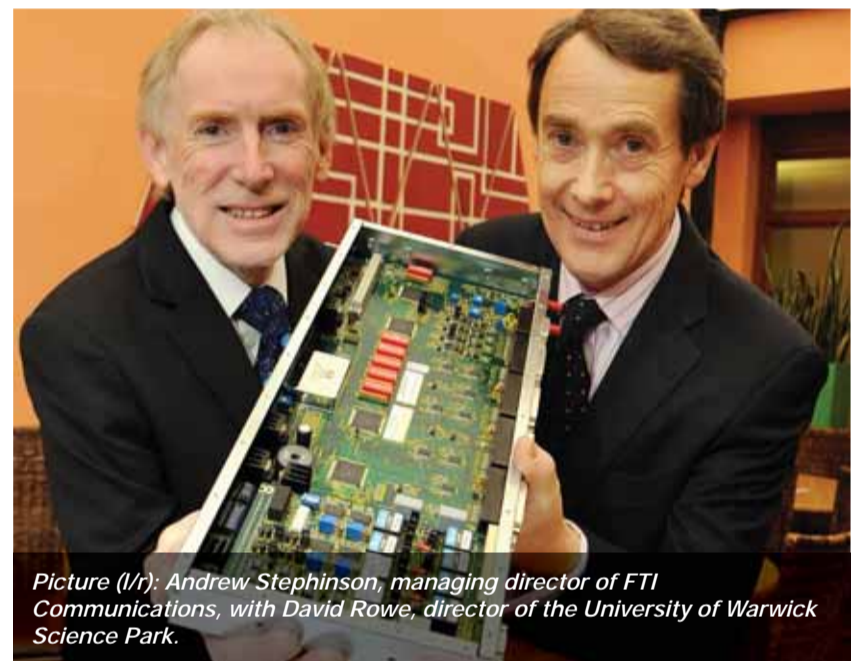
"In general, since the start of the year, we've expanded our staff and picked up several mid-size contracts and that trend seems to be continuing as the automotive industry sees a steady upturn."

Angela Childs, UWSP's marketing executive said: "Embed Ltd was formed by former MG Rover staff shortly after its collapse and the company has gone from strength to strength.

"The intention was to establish themselves in niche markets using their high quality and rapid system development techniques – and not only has the company achieved that, the future looks very bright for them in the UK and overseas."

"In general, since the start of the year, we've expanded our staff and picked up several mid-size contracts and that trend seems to be continuing"

## Communications systems company lands two top national awards



Picture (l/r): Andrew Stephinson, managing director of FTI Communications, with David Rowe, director of the University of Warwick Science Park.

FTI Communication Systems, based at the University of Warwick Science Park's Venture Centre, has been recognised as a leading light in the communications market after securing a prestigious KTP (Knowledge Transfer Partnership) award and CASE (Collaborative Awards in Science and Engineering).

The two awards are UK-wide and recognise the firm's commitment to developing technology and talent in the communications field, while at the same time offering the company additional financial and technical support to continue this trend.

The company specialises in the field of fibre optic communications and has expertise in airport communication technology where it produces products used in air traffic control systems such as radar, control towers and Instrumentation Landing Systems, both in the UK and abroad. Birmingham Airport

is one of many UK airports using FTI equipment.

David Rowe, director of the University of Warwick Science Park, said: "We are delighted to see FTI Communications become the latest in a string of companies based here at the Venture Centre to gain recognition for its innovative work.

"FTI's technology is cutting-edge and we are delighted that it is being developed here at the University of Warwick Science Park."

"FTI's technology is cutting-edge and we are delighted that it is being developed here at the University of Warwick Science Park.

"These awards emphasise the quality of the exciting plans FTI Communications have for the future and we are looking forward to supporting them every step of the way."



# Invention set to move telecommunications industry



Picture (l/r): John Dixon (Minerva investor), Ian Mackenzie (Genesis UK) and Tim Powell (Minerva)

An invention is set to move the telecommunications industry into the fast lane after receiving backing from a group of local investors.

Genesis Technical Systems has perfected a new technology which dramatically increases the speed of broadband internet.

The Canadian company, which plans to move its UK operation to the University of Warwick Science Park's Venture Centre, has secured £120,000 from Minerva, the University of Warwick Science Park's business angel network investor group.

Genesis is already in talks with two major firms in the UK and Minerva's investment will be used to further product developments and progress trials with European telecommunications companies.

Ian Mackenzie, Genesis UK chairman, said: "Genesis is thrilled to receive support and investment from the Minerva business angel network.

"Following recent successful demonstrations of our products' capabilities with two incumbent European telecoms providers, we want to accelerate product development and give web users the option for super-fast broadband in rural, and urban areas within the next couple of years."

Minerva was set up 15 years ago to assist small and medium size businesses with high growth potential to access the funding they need to fulfil their promise - with

particular emphasis on raising private equity.

In the past 12 months the Minerva investor group has grown to include 42 members and has helped to secure investment of over £2.7 million for small to medium sized companies - £400,000 of which was directly contributed by its members.

Tim Powell, head of the Minerva business angel network, said: "We are delighted to have been able to support Genesis Technical Systems, they have a fantastic product and we have no doubt it will prove to be a big success.

"But the cash investment is only a small part of the story. The company will

also be able to call upon the expertise and business knowledge of some of the leading business minds in the country - and that is an investment you cannot put a value on."

Minerva's syndicate investor group meet at the Science Park every month to consider high growth investment opportunities.

For further information contact Tim Powell on **024 7632 3114**

"Genesis is thrilled to receive support and investment from the Minerva business angel network."



Pictured: Matthew Francis (left) with John Barnes

## Public relations company launched specialising in accountancy and law

Fusion-PRO offers legal and accountancy professionals the opportunity to convey their message in a simple way to potential clients.

Based at The Warwick Innovation Centre, Matthew Francis is behind the business and has experience of law and accountancy firms and the communications industry.

"I am a solicitor by profession," said Matthew. "I know the legal and accountancy industry extremely well and people in those professions tend to be very, very good at what they do - but they don't always know how to get their message across in a clear, concise way to possible clients.

That is where we come in.

"Law firms and accountancy practices often have good stories to tell but it's a case of presenting themselves in a way that people can understand. For many years, PR and advertising were dirty words among those types of professions.

"In the last few years, however, they have realised that they must get themselves out into the marketplace in order to win new business." John Barnes, Warwick

Innovation Centre manager, said Fusion-PRO was a welcome addition to the centre.

He said: "We have a very strong mix of companies here at the Science Park and we are very pleased to welcome Matthew and his team here.

"We offer a range of office suites for start-up or growing businesses in order to help them get a foothold in the business world.

"Fusion-PRO have taken advantage of the Science Park's ignite programme through which eligible companies have access to a self-contained office at a subsidised rent for up to a year. The programme also includes business support services to help businesses get started and grow."

Matthew Francis can be contacted for more information on **07885 561052** or **matthew@fusion-pro.co.uk**



## HELPING YOU GROW YOUR BUSINESS

Whist property is the most tangible feature of the University of Warwick Science Park we also offer a range of business support services specifically targeted at the needs of technology and innovation-led businesses. We help SME's in their start-up and early years as well as helping new entrepreneurs get into business.

### Ignite Programme

*Are you looking to start a new business or grow an existing one?* Ignite is a flexible package of free and grant aided advice and practical help designed to allow start-up and early stage companies to tap into the resources of UWSP and our wealth of know how. We help owners/managers of innovation-led business grow faster and make more money. Call Tom on **024 7632 3028** or email: [tom.blount@uwsp.co.uk](mailto:tom.blount@uwsp.co.uk)

### Access to Finance

*Does your company need capital investment for growth?* Our team actively facilitate investment in high potential businesses from Business Angels, Venture Capital Funds, banks and other sources. So far we have secured over £10m locally with our partners. Call Tim on **024 7632 3114** or email: [capital@uwsp.co.uk](mailto:capital@uwsp.co.uk)

### Techmark - Technical Marketing

*Do you want to develop markets in the UK and overseas?* We are a small, flexible multilingual team of highly experienced marketers providing practical answers to critical marketing questions and identifying solutions covering all aspects of creating a growing business. Our advice and help ranges from start up and how to exploit marketing through to strategic planning and managing growth. Call Bill on **024 7632 3117**, Dirk on **024 7632 3120** or email: [techmark@uwsp.co.uk](mailto:techmark@uwsp.co.uk)

## Contacts:

**David Grindrod** | Deputy Director  
Email: [david.grindrod@uwsp.co.uk](mailto:david.grindrod@uwsp.co.uk)  
Tel: 024 7632 3004

**Angela Childs** | Marketing Executive  
Email: [angela.childs@uwsp.co.uk](mailto:angela.childs@uwsp.co.uk)  
Tel: 024 7632 3003

**Karen Aston**  
Warwick Innovation Centre Manager  
Email: [karen.aston@uwsp.co.uk](mailto:karen.aston@uwsp.co.uk)  
Tel: 01926 623000

**Penny Robb**  
Business Innovation Centre Manager  
Email: [penny.robb@uwsp.co.uk](mailto:penny.robb@uwsp.co.uk)  
Tel: 024 7643 0000

**Ian Page**  
Blythe Valley Innovation Centre Manager  
Email: [ian.page@uwsp.co.uk](mailto:ian.page@uwsp.co.uk)  
Tel: 0121 506 9000

**Tim Powell** | Access to Finance  
Email: [tim.powell@uwsp.co.uk](mailto:tim.powell@uwsp.co.uk)  
Tel: 024 7632 3114

**Dirk Schäfer** | Techmark  
Email: [dirk.schafer@uwsp.co.uk](mailto:dirk.schafer@uwsp.co.uk)  
Tel: 024 7632 3120

**Bill Taylor** | Techmark/Clusters  
Email: [bill.taylor@uwsp.co.uk](mailto:bill.taylor@uwsp.co.uk)  
Tel: 024 7632 3117

**Tom Bount** | Ignite and TBS  
Email: [tom.blount@uwsp.co.uk](mailto:tom.blount@uwsp.co.uk)  
Tel: 024 7632 3028

## Metaswitch moves in

One of the world's leading communications technology companies, Metaswitch Networks, has moved into the Science Park's Business Innovation Centre.

Metaswitch, whose customer's include AT&T, BT, Cisco, Ericsson and Microsoft, is expanding quickly into new markets and has, for the past seven years, featured in the top15 of the Sunday Times '100 Best Companies to Work For'.

Building on its established reputation as a supplier to the world's leading telecoms vendors,

Metaswitch needed a well-connected office environment in the Midlands. The company, which invests in developing cutting edge products and the careers of some of the UK's most talented software engineers sees its Science Park base perfect - giving access to a pool of undergraduate talent for intern roles, graduates and post-graduates.

Actively recruiting across the UK and US Metaswitch targets the brightest people to work on a wide range of projects, from web, iPhone and Android application development to the toughest core-networking challenges.

Visit [www.metaswitch.com](http://www.metaswitch.com) for more information about the company and career opportunities.



# Science Park's new café is *flavour* of the year



Picture (l/r):  
Rachael Dredge;  
Rachel Patstone and  
Cheryl Patstone

## Flavours at The University of Warwick Science Park has celebrated its first birthday.

Located within The Venture Centre, The Cafe, Conservatory and Patio offers a relaxing and vibrant atmosphere. Everything is freshly made from the speciality ILLY coffees, breakfasts, lunches, snacks and buffets together with a variety of soft drinks and smoothies – to eat in or take away.

Rachel Patstone and Rachael Dredge, opened Flavours last September. Rachel said "It has been

a challenge but great fun. It's wonderful that our Cafe and Conservatory has become a central hub for socialising and provides a professional business environment for entertaining clients.

Our buffet and outside catering services have really taken off, with numerous options and flexible packages available."

It's not just food and drink that Flavours

offer, there are greeting cards, a celebration cake making service and confectionary available.

So next time you feel like a good cup of coffee and a piece of home-made cake call in at Flavours!

For more information about Flavours services or to obtain a copy of the cafe menu or buffet menus mail [flavours1@live.co.uk](mailto:flavours1@live.co.uk) or call 02476 323177.

# Do you want Go4it employees?

## Then why not help a local school to gain the nationally recognised Go4it award?

Go4it employees need a Go4it education and this is exactly what Coventry-based education leadership charity HTI aims to promote through its Go4it awards scheme for schools.

Go4it recognises, encourages and celebrates schools which strive for a culture of innovation and enterprise and nurture the 'can-do' spirit which is so vital to young people's employability.

Hundreds of schools across the country, include a growing number in Coventry, have either received or are working towards the award which enables schools to 'demonstrate their work in promoting achievement above and beyond the curriculum and classroom.'

Supporting a local school to get the Go4it award is something that any employer, large or small, can do and benefit from. To find out how you can invest in your future workforce please contact Tracey Maude on 024 7641 0104 or email [t.maudd@hti.org.uk](mailto:t.maudd@hti.org.uk)



## NEW COMPANIES

The Science Park extends a warm welcome to its new tenants:

### Main Site:

- Microvellum UK Ltd

### Warwick Innovation Centre:

- EBS Limited
- Paper River Consulting
- Webleaf - Ignitee
- Xaml Consultants - Ignite
- First Impressions Training - Ignite

### Business Innovation Centre:

- Paramex Ltd
- The Big SEO Ltd
- APP Generation Ltd
- Pet Shop Bowl
- Vizualmobile Ltd
- Metaswitch

### Blythe Valley Innovation Centre:

- i-wave
- Quotex
- Breslins Consultancy



## SPACE AVAILABLE

### The Venture Centre:

- Unit 28 240 sq ft
- Unit 21 432 sq ft
- Unit 8 435 sq ft
- Unit 11 430 sq ft
- Unit 26 700 sq ft

### Vanguard Centre:

- Unit 4 (first floor) 2385 sq ft
- Unit 5 (ground floor) Individually furnished office/labs
- Unit 8 2385 sq ft

### Viscount Centre A1:

- A1 Unit 2 2170 sq ft
- Unit A2 3530 sq ft

### Viscount Centre B2:

- UB2 Unit 1 3530 sq ft
- B2 Unit 2 2170 sq ft

### Viscount Centre C3:

- Unit C1 3740 sq ft
- Unit C2 3530 sq ft

### Sovereign Court I:

- Unit A1a (ground floor) 1000 sq ft
- Unit A3a (first floor) 3000 sq ft

### Sovereign Court II:

- Unit B4 (first floor) 2000 sq ft
- Unit B1b (ground floor) 1600 sq ft
- Unit B1a (ground floor) 1400 sq ft

### Riley Court:

- Unit 3 (ground floor) 3000 sq ft
- Unit 8 (first floor) 3000 sq ft

### Warwick Innovation Centre:

- Unit 41b 255 sq ft
- Unit 15 375 sq ft
- Unit 23 380 sq ft
- Unit 30 527 sq ft
- Unit 13c 565 sq ft
- Unit 14a 586 sq ft
- Unit 14b 620 sq ft
- Unit 16 905 sq ft

### Binley Innovation Centre:

- Unit 22 238 sq ft
- Unit 34 238 sq ft
- Unit 31 240 sq ft
- Unit 10 425 sq ft
- Unit 1 474 sq ft
- Unit 7 487 sq ft
- Unit 38 490 sq ft
- Unit 20 495 sq ft
- Unit 37 728 sq ft
- Unit 36 827 sq ft
- Unit 2 907 sq ft
- Unit 13/14 1297 sq ft
- Unit 9B 325 sq ft
- Unit 12C 495 sq ft
- Unit 17 580 sq ft

### Blythe Valley Innovation Centre:

- Unit 2 291 sq ft
- Unit 5 291 sq ft
- Unit 6 872 sq ft
- Unit 13 323 sq ft
- Unit 19 764 sq ft

## £50 Prize Word Search

Ten words, all found in this edition of SPARK, are hidden in this word search.

The words are hidden in any direction – vertical, horizontal, diagonal and 'back to front'. Simply put a line through or around each word and return the grid to the address below with your full details.

The words are:

Marketing – Successful – Expand – Launched  
IGNITE – Equity – Leading – Promote  
Employer – MINERVA

A £50 prize goes to the sender of the first correct entry opened, chosen at random on Friday 28th January 2011.

Name:

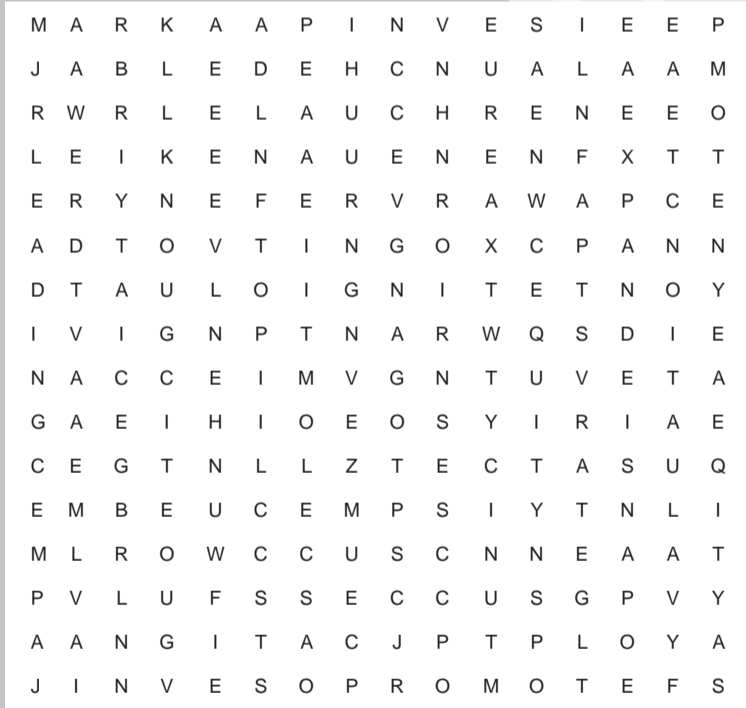
Company:

Address:

Daytime Tel:

E-mail:

Return to: Angela Childs,  
University of Warwick Science Park,  
The Venture Centre, Sir William Lyons Road,  
Coventry, CV4 7EZ.



### COMPETITION WINNER

The £50 Prize winner from the last edition of SPARK: **Kate Milward**, of Wright Engineering, Stratford upon Avon.



Angela Childs  
024 7632 3003  
[propertyenquiries@uwsp.co.uk](mailto:propertyenquiries@uwsp.co.uk)



Innovation Centre at Warwick  
Technology Park

Karen Aston  
01926 623000  
[WICpropertyenquiries@uwsp.co.uk](mailto:WICpropertyenquiries@uwsp.co.uk)



Business Innovation Centre,  
Binley Business Park

Penny Robb  
024 7643 0000  
[BICpropertyenquiries@uwsp.co.uk](mailto:BICpropertyenquiries@uwsp.co.uk)



Blythe Valley Innovation Centre,  
Blythe Valley Business Park

Ian Page  
0121 506 9000  
[BVICpropertyenquiries@uwsp.co.uk](mailto:BVICpropertyenquiries@uwsp.co.uk)

University of Warwick Science Park projects and the Riley Court Building are part-funded by the European Regional Development Fund (ERDF).

The University of Science Park Ltd, The Venture Centre, Sir William Lyons Road, Coventry, CV4 7EZ. Telephone: 024 7632 3000 Fax: 024 7632 3001 E-Mail: [uwsp@uwsp.co.uk](mailto:uwsp@uwsp.co.uk) Internet: [www.warwicksciencepark.co.uk](http://www.warwicksciencepark.co.uk)

You are welcome to contact us about articles in this newsletter, or to submit stories of interest. Please contact: Angela Childs on 024 7632 3003 or E-mail: [angela.childs@uwsp.co.uk](mailto:angela.childs@uwsp.co.uk)