



OXENTIA

Oxford's Global
Innovation Consultancy

Supporting knowledge exchange & commercialisation around the world



Oxentia Services

Training & Mentoring



Services include:

- **Workshops on knowledge exchange and commercialisation**
- **Practical entrepreneurship**
- **Managing innovation**
- **Internationalisation & marketing**
- **Business & entrepreneur mentoring**

Case Study: LIF programme

Building the capacity of researchers in Newton Fund countries with expert coaching and mentoring.

For the last three years, Oxentia has delivered expert coaching and mentoring to innovators from 14 developing economies that are partners in the UK government's Newton Fund as part of the Leaders in Innovation Fellowships (LIF) programme, organized by the Royal Academy of Engineering (RAE). In a two-week residential programme, Oxentia provides specialised coaching support to the delegates, helping them develop new business strategies, and improve their business plans and investment pitches. Following the residential programme, delegates return to their respective countries with new insights and contacts. Oxentia then provides follow-on remote coaching and support over several months to help take their projects forward towards commercialisation.



Technology Commercialisation



Services include:

- **Translational funding applications**
- **Marketing & lead generation**
- **Finding licensees & sales partners**
- **Creating spinouts**
- **Market analysis & commercial strategy**
- **Valuation & financial modelling**
- **IP landscaping & freedom to operate**

Case Study: Cardiomox

Commercialising a unique cardiac screening technology and helping form the spinout Cardiomox.

Oxentia worked with a Ukrainian technology institute to commercialise a unique, non-invasive cardiac screening technology, a first level diagnostic tool for initial evaluation of patients at risk for cardiac disease or defects. Oxentia helped the team of researchers secure IP rights, complete a market research and a feasibility study, and prepare a business plan. Oxentia helped Cardiomox raise £2 million in order to start up. The company is now preparing for CE marking in the UK and its Chinese partner is preparing for approval from the China Food and Drug Administration.



Research & Strategy



Services include:

- **Innovation ecosystem reviews and development**
- **Benchmarking studies**
- **Programme design**
- **Incubator & startup advisory**
- **Technology strategy**
- **Impact evaluations**
- **Higher education strategy**

Knowledge Exchange and Commercialisation Management



Services include:

- **Intellectual Property (IP) portfolio reviews**
- **Translational funding applications**
- **IP policy advice & workshops**
- **Process & infrastructure advice**
- **Establishing & supporting TTOs**
- **Incubator development & support**
- **Planning & managing seed funds**

Case Study: Leiden University

Advancing innovation in Leiden with plans for a new regional innovation and entrepreneurship centre.

In a high-profile project to establish a new entrepreneurship centre in the Netherlands, Oxentia worked closely with the three project partners (Leiden University, Hogeschool Leiden, and the Municipality of Leiden) to complete a benchmarking study, stakeholder interviews, and business plan for the centre. The output was a detailed business plan and presentation to key decision makers and stakeholders from Leiden in August 2015. The project partners have since approved funding, and the centre opened in June 2016.



Universiteit Leiden

Case Study: Aston University

Maximising returns by streamlining Aston University's IP portfolio.

Between 2011 and 2017, Oxentia built a strong partnership with Aston University. As part of this partnership, Oxentia reviewed the university's patent portfolio, assessing technology strength, readiness and commercial potential for each family. The project evaluated over 50 patents and our recommendations enabled a 30% reduction in the portfolio, leading to an associated reduction in Aston's annual patent costs. The result of the project was a leaner and healthier portfolio that has produced valuable technologies ready for spinout and licensing.



Oxentia is the new name for Isis Enterprise, a successful innovation management and technology commercialisation consultancy that started life as an operating division within the world leading technology transfer company of the University of Oxford, Oxford University Innovation.

Since 2004, Oxentia has delivered services to a worldwide customer base of public and private sector clients in over 60 countries and is a key part of Oxford's innovation ecosystem.

Oxentia works in partnership with our global clients to build capacity, develop capability and enable innovation for the benefit of economies and societies. We excel at delivering services to suit the needs of diverse world economies.

We would be pleased to discuss your organisation's specific needs and put together a programme to suit your requirements and budget.

Contact us today.

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