

# University of Edinburgh

## *Commercialisation Research*



### What our client wanted

Edinburgh Research and Innovation (ERI), the commercialisation company of the University of Edinburgh, is charged with identifying potential commercialisation opportunities from within the University's departments, and commissioning independent market research and feasibility testing work.

### What Frontline did

Frontline has carried out a series of market research and feasibility projects for ERI:

- Centre for Field Archaeology – extensive market research for this unit within the Department of Archaeology to determine growth potential and alignment to the Department's objectives. Our recommendations were accepted and organisational changes implemented
- Social Development Research Centre – Frontline researched the market potential of this unit and explored the extent to which University objectives could be most effectively achieved through a range of structure options. Our recommendations were accepted and implemented
- Department of Sports Science – we investigated the market potential and strategy options for a sports science website to fully exploit its leading edge research in the science of swimming, golf and other sports. The University accepted Frontline's findings and recommendations for a limited and evolving commercialisation of the Department's research through the University's main website

### What difference we made

Based on our recommendations, these projects proceeded to the business development and planning stage of the ERI commercialisation process. They demonstrated the effective connection of our market research work to strategic decision making, including delivering 'bad' news to clients where research indicates a probability of failure, rather than success.