DEMAP – Developing Enterprise Markets And Products

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# Abstract

A HEFCE transition fund project is underway to develop new enterprise products in the school of engineering at Staffordshire University.

The aim is to develop new routes to market for work-based learning, consultancy and knowledge embedding in engineering.

The project will:

* Develop engineering markets and enterprise products.
* Confer with four regional engineering support networks (Chambers, LEPs) and industry partners suggested by those networks.
* Baseline our operation in industry engagement.
* Reflect on suggestions from industry and networks.
* Report on findings and suggest new products for enterprise engagement.

This short paper will:

* Report on the strategic environment, which requires a refresh of the university's existing enterprise provision.
* Explain the design of the review methodology and the development of outcomes to match the requirements of industry.
* Report on initial results from the process and reflect on the success of the project.