



InCrops Enterprise Hub

Dr John French
Managing Director
University of East Anglia



Innovation in Crops

- A new technology transfer project stimulating innovation in alternative and non food crops
- Working with businesses to stimulate the development uptake and introduction of green products and processes



The Vision

- For InCrops
- For business
- For the region
- For change



Promoting innovation

- Commercialisation of alternative and non food crops
- Levering the world class research base
- Developing supply chains
- Developing a low carbon economy

Stimulating innovation

- Catalyst for change
- Climate for innovation
- Connecting ideas
- Focussing the research effort

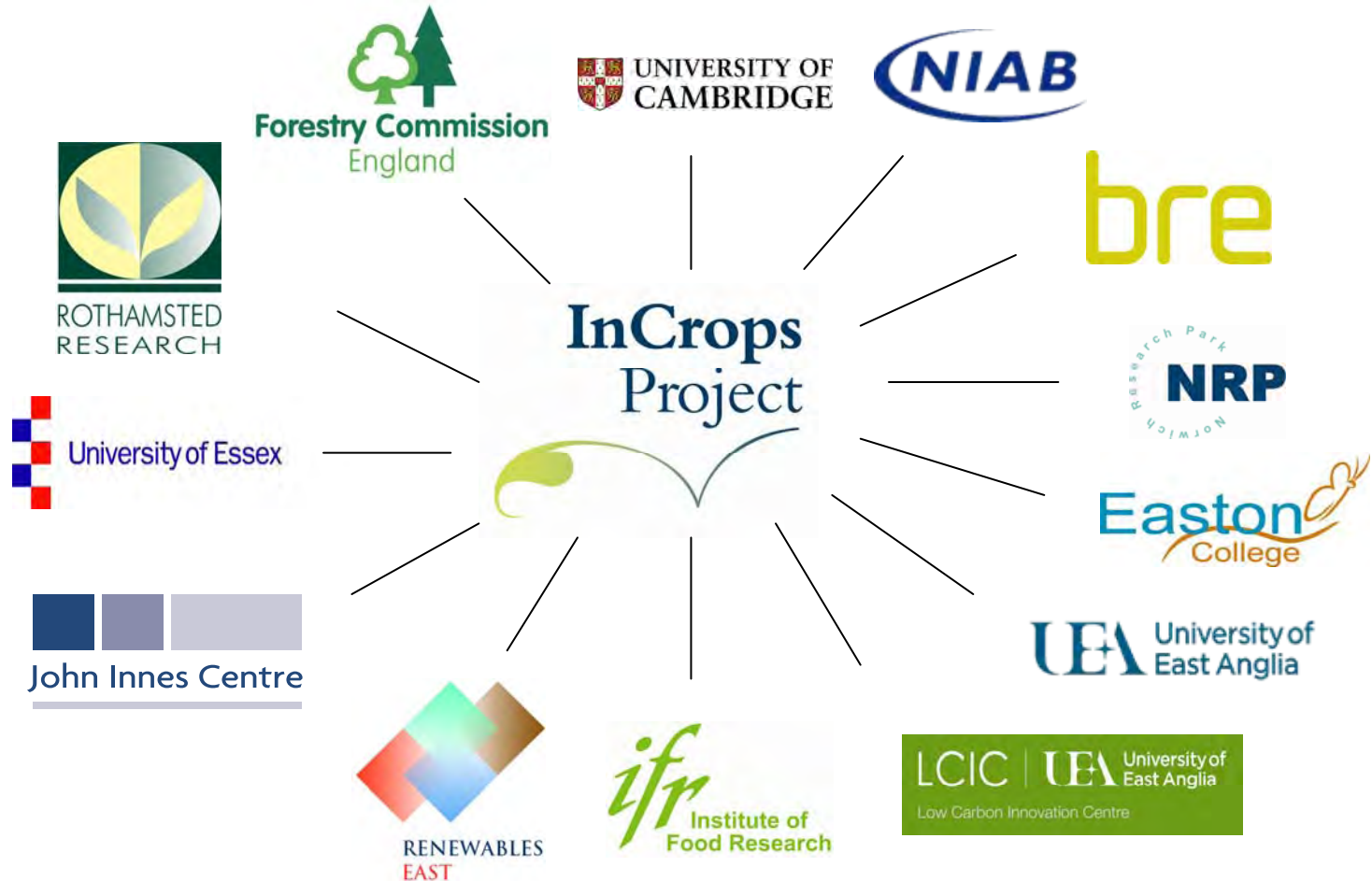


Hub operation

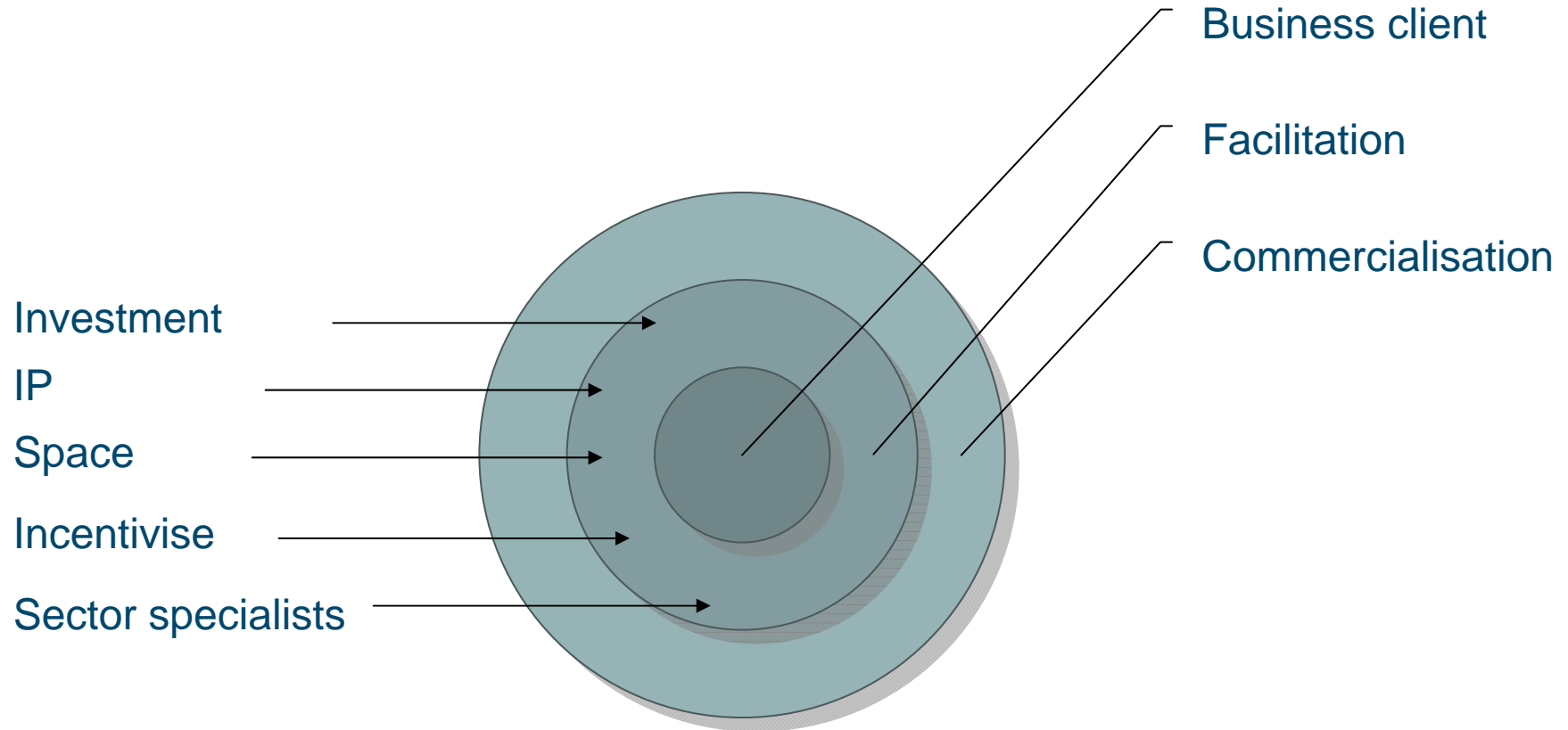
- Distributed model
- New Team of specialist staff
- Dedicated structures



Partnership at the core



InCrops eHub concept



Business Model

- Demand led
- Key market sectors
- Business assistance (EEDA/ERDF)
- Development partnerships
- Spin out businesses
- Inward investment

The Future

- What will success look like?





Promoting innovation in alternative and non-food crops
– a new science and knowledge transfer initiative
based in the East of England

University of East Anglia
Norwich NR4 7TJ

T: +44 (0) 1603 591765
F: +44 (0) 1603 597186

E: john.french@uea.ac.uk
www.incropsproject.co.uk

