

# New resource will support university innovation

11 June 2024

This week sees the launch of the innovation lifecycle, a new resource designed to take university projects from research concept to commercial success, with step-by-step expert guidance from our experienced lawyers.

Launching at this year's [PraxisAuril conference](#) in Blackpool, the innovation lifecycle aligned closely with the event's theme of 'Change – The Impact of Knowledge Exchange in a Changing World'.

The innovation lifecycle is designed to support universities to capitalise on the latest support and funding that's available to translate their research with maximum impact, improve their commercial sustainability, drive growth and in the long term, help to reduce dependency on student fees.

## Aiding academics, innovation managers and student entrepreneurs

Developed by our team of lawyers, the new resource reflects knowledge curated from across the firm, bringing a breadth of specialist expertise to complement universities' own in-house resources of their knowledge exchange, technology transfer, IP commercialisation officers and legal teams.

Nick Smee, Intellectual Property lawyer and a Partner at the firm, said: "*The innovation lifecycle is a practical tool developed with the needs of academics, innovation managers and student entrepreneurs in mind, many of whom are grappling with the complexities, risks and red tape involved in taking their research, IP and innovative ideas to a fast-changing market.*"

## A practical tool, free to use and available to all

Taking a project from concept to commercial success may be a complex, challenging process, but the innovation lifecycle helps to bring clarity, with a simple format and intuitive interface.

It's free to use and available now, with advice on hand from our team when you need it, whichever stage of the cycle you're at.

[Visit our innovation lifecycle page](#) →

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