

RegeNer8

Background (download PDF)

Regenerative Medicine is one of the fastest growing areas of technology in the world. Cels's wholly-owned subsidiary Cels Business Services Ltd (CBSL) was commissioned by the N8 group of the North of England's research intensive universities, to develop a business model in collaboration with Leeds-based BITECIC Ltd for a Northern Virtual Centre for Translational Regenerative Medicine, and to identify how academic and clinical expertise in the region could be co-coordinated and leveraged to the benefit of industry. Once the model was developed, CBSL was exclusively given the task of devising and implementing a comprehensive marketing strategy and launch plan.

Project

CBSL applied a strategic marketing approach, with the initial stage of the project involving the identification and analysis of regional academic and clinical strengths. The needs of industry were also assessed and competitor analysis undertaken to establish the strengths of competing world class Regenerative Medicine Centres.

Throughout the project, CBSL was able to draw on expertise in a number of areas to ensure the best results possible. This included expertise in formulating technology transfer strategies between academia and industry and in the commercial exploitation of biotechnology. A firmly based understanding of cutting edge science and technology in this emerging area was also critically important as was the organisation's credibility with its peers, enabling productive engagement with clinicians, academics and industrialists via workshops and interviews.

Taken together, these strengths allowed CBSL to analyse global competitor organisations quickly and accurately, to assess their USPs and to formulate RegeNer8's strategy. CBSL was also asked to provide marketing expertise to create distinctive branding and organise an inaugural launch event to ensure RegeNer8's messages were communicated accurately.

Outcome

A business model for the new multi-million pound centre was developed, incorporating USPs that will allow RegeNer8 to become internationally competitive. The marketing exercise was also successful: RegeNer8 now has a the successful launch event and subsequent bi-annual workshops regularly attract a wealth of academics, clinicians and industry leaders. As a result of the continuing success of RegeNer8, The Northern Way has agreed further funding of £2m over 3 years.

CBSL is continuing to provide ongoing operational management, marketing and business development for this multi-million pound centre and is applying its expertise in technology project management to manage industrial/academic collaborations within RegeNer8.

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This mix of marketing and biotechnology business development expertise, coupled with links to UKTI and the North of England inward investment team, is now ensuring an increasing flow of alliances and contracts with the global biotechnology industry.

Key Services:

- Technology transfer management
- Business planning
- Business development
- Technology project management
- Project funding
- Strategic technology marketing
- Global technology positioning
- Marketing and PR support

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