

## Successful business development

Creating the ideas and innovations within a university that have the potential to attract or generate income is an important first step, but ensuring those ideas translate into successful and profitable enterprises, knowledge transfer projects or businesses requires a great deal more specialist work.

You may be faced with a shortage of resources or lack of specialist commercial expertise and skills that are hindering the development of current and future commercial and income generating activities.

Bibby Rumbelow can help.



Bibby Rumbelow offers a range of tried and tested enterprise and business development services that you can employ to successfully:

- prepare effective business plans for delivering university enterprise – this includes student and social enterprise – we will also identify appropriate business, income and funding models to make it work
- undertake market research, marketing planning, proposition development
- prepare validated and tested prospect and customer databases
- market and sell your university's enterprise projects for you, including generation of leads, appointment setting and field sales and research – we do this with you, or on your behalf
- work with your staff alongside us so that they develop their own business development experience and skills

BIBBY **b** RUMBELOW

Tel: 01858 880801  
Email: [enquiries@bibbyrumbelow.com](mailto:enquiries@bibbyrumbelow.com)  
Web: [www.bibbyrumbelow.com](http://www.bibbyrumbelow.com)