

**Scottish Enterprise
Commercialisation
Programme Review**

**Working Paper 2:
Commercialisation support
process and company
satisfaction**

Scottish Enterprise

1 Commercialisation support process and company satisfaction

This working paper summaries how the companies who have engaged with the commercialisation programme, found out about the support, why they worked with Scottish Enterprise and how they rated the process.

1.1 Method

In order to analyse the effectiveness of the support provided by Scottish Enterprise, we asked the companies involved in the commercialisation programme a range of questions from how they found out about the support to how satisfied they were with it. The questions were broken down by the stages of the Branscomb model, to assess how effective the support has been at each stage and to highlight any discrepancies that may result.

100 companies were interviewed during the commercialisation review. The tables in the main paper below provide percentage figures, with the count of company responses provided in the appendix.

1.2 Commercialisation support process

Companies found out about the commercialisation support provided by Scottish Enterprise through various means:

- at the proving the concept stage the majority of respondents (59%) said they found out about the support through Word of Mouth (see table 1.2)
- companies who received commercialisation support in the remaining stages were more likely to have found out about it through their Scottish Enterprise Account Manager. This may be explained by the fact that companies who are at the proving the concept stage are unlikely to have an account manager and less likely to have found out about the support through them due to their pre incorporated or early stage

Table 1.1 below highlights in more detail, how companies found out about the support at each stage.

Sector	Proving the concept	Technology development	Product Development	Production / Marketing
Word of mouth	59%	29%	17%	33%
Business Gateway	11%	6%	9%	0%
SE - Account Manager	13%	41%	57%	50%
SE – Other	9%	15%	9%	0%
Scottish government	0%	0%	0%	0%
Local authority	0%	0%	0%	0%
Elsewhere in public sector	15%	3%	4%	0%
Private sector adviser	11%	9%	13%	22%

The majority of companies stated that the promotion of the support was good or very good at each stage.

- the percentage stating that the promotion was good or very good, increases from 57% at the proving the concept stage to almost three-quarters (75%) in the product development and production/marketing stage (74% and 73%). This may be due to companies having better network of contacts following the proving the concept stage including better links with the public sector

Full details are included in Table 1.2 below.

	Proving the concept	Technology development	Product Development	Production / Marketing
Very Good / Good	57%	68%	74%	73%
Neither good nor poor	25%	19%	21%	21%
Very Poor / Poor	19%	12%	5%	9%

Similar results were found when companies were asked how they found the application/selection for commercialisation support.

- the majority (50% or more) stated that the support was either straightforward or very straightforward at each stage
- however at each stage more than one fifth (20%) of the companies found the process to be bureaucratic or very bureaucratic

Full details are included in Table 1.3 below.

	Proving the concept	Technology development	Product Development	Production / Marketing
Very straightforward / Straightforward	60%	69%	65%	67%
Neither	18%	11%	14%	12%
Very bureaucratic / Bureaucratic	23%	20%	21%	21%

The vast majority of companies (more than 80% at each stage) stated that the main reason for working with Scottish Enterprise was because the support was appropriate to their needs. The qualitative discussions with companies suggest that this is about SE being able to provide access to finance when the companies need it (and helping to address the challenge of accessing funding). In addition:

- more than 10% at each stage cited the main reason was down to the quality of service provided by Scottish Enterprise
- the number of companies citing lack of knowledge on other services increased from 4% in the proving the concept stage to 16% in the production/marketing stage. This may be a result of the declining support available for general company development, as opposed to the wide range of support available for start ups or early technology development

Full details are included in Table 1.4 below.

Sector	Proving the concept	Technology development	Product Development	Production / Marketing
Quality of services	14%	20%	15%	13%
Cost of services	4%	4%	5%	7%
No other services available	10%	9%	12%	3%
Lack of knowledge on other services	4%	7%	10%	16%
SE support was appropriate to our needs	89%	87%	81%	87%

1.3 Company satisfaction with the commercialisation programme

At least 75% of the companies found the quality of communication from Scottish Enterprise throughout the commercialisation support to be very good or good at each stage.

- almost 90% of companies found the communication to be good or very good at the technology development stage, with 60% describing it as very good
- at the proving the concept stage just under 16% said they found the communication to be poor or very poor, this is 5 percentage points higher than any of the other three stages. This may reflect the early stage in the companies relationship with Scottish Enterprise, which improves at the companies engage with more support

Full details are included in Table 1.5 below.

Communication with Scottish Enterprise throughout the support **Table 1.5**

Sector	Proving the concept	Technology development	Product Development	Production / Marketing
Very Good / Good	76%	90%	79%	84%
Neither good nor poor	8%	5%	12%	5%
Very Poor / Poor	16%	7%	10%	11%

In regard to the quality of project management the number of companies stating that it was good or very good is slightly lower in comparison to the number happy with the communication from Scottish Enterprise.

However, the number stating they thought the project management was good or very good was still well over 50%, ranging from 67% at the product development stage to 78% at the production/marketing stage.

Full details are included in Table 1.6 below.

Quality of project management throughout the support? **Table 1.6**

Sector	Proving the concept	Technology development	Product Development	Production / Marketing
Very Good / Good	71%	77%	67%	78%
Neither good nor poor	20%	16%	25%	14%
Very Poor / Poor	12%	9%	10%	11%

Nearly all of the companies were satisfied with the advice they received throughout the commercialisation support.

- at each stage more than 80% said the advice received was good or very good
- less than 10% said the advice was poor or very poor at the proving the concept and production/marketing stage, while it was less than 5% at the technology development and product development stages

Full details are included in Table 1.7 below.

Quality of advice received from Scottish Enterprise throughout the support? Table 1.7

Sector	Proving the concept	Technology development	Product Development	Production / Marketing
Very Good / Good	80%	86%	86%	84%
Neither good nor poor	12%	10%	10%	8%
Very Poor / Poor	8%	3%	4%	8%

Overall satisfaction with the commercialisation programme was high with 88% of companies stating that they were either very satisfied (53%) or satisfied (35%). Just 2% of companies (reflecting 2 firms) stated that they were dissatisfied in some way with the service received from Scottish Enterprise.

Overall satisfaction with the service received from Scottish Enterprise? Table 1.8

Sector	
Satisfied	53%
Fairly satisfied	35%
Neither satisfied not dissatisfied	9%
Dissatisfied	1%
Very dissatisfied	1%

1.4 Conclusions

Analysis of how companies found working with Scottish Enterprise and engaging with the commercialisation programme has led to the following findings:

- most companies found out about the support through either word of mouth (at the proving the concept stage) or subsequently from their account manager (in the remaining stages)
- companies said the support was well promoted and the application/selection process was regarded as being straightforward at all stages
- companies were very happy with the communication and advice provided by the support and to a lesser extent with the project management
- almost 90% were satisfied or fairly satisfied with the overall services from Scottish Enterprise, with just over 2% stating that they were dissatisfied or very dissatisfied

Appendix 1

Count of company responses

How did you find out about the Scottish Enterprise support?

Table A1.1

Sector	Proving the concept	Technology development	Product Development	Production / Marketing
Word of mouth	27	10	4	6
Business Gateway	5	2	2	0
SE - Account Manager	6	14	13	9
SE – Other	4	5	2	0
Scottish government	0	0	0	0
Local authority	0	0	0	0
Elsewhere in public sector	7	1	1	0
Private sector adviser	5	3	3	4

How well promoted was the Scottish Enterprise support?

Table A1.2

	Proving the concept	Technology development	Product Development	Production / Marketing
Very Good / Good	37	39	32	24
Neither good nor poor	16	11	9	7
Very Poor / Poor	12	7	2	3

How would you rate the application/selection process for the Scottish Enterprise Support?

Table A1.3

	Proving the concept	Technology development	Product Development	Production / Marketing
Very straightforward / Straightforward	34	37	28	22
Neither	10	6	6	4
Very bureaucratic / Bureaucratic	13	11	9	7

What was your main reason for working with Scottish Enterprise?

Table A1.4

Sector	Proving the concept	Technology development	Product Development	Production / Marketing
Quality of services	7	9	6	4
Cost of services	2	2	2	2
No other services available	5	4	5	1
Lack of knowledge on other services	2	3	4	5
SE support was appropriate to our needs	46	40	33	27

How would you rate the communication with Scottish Enterprise throughout the support?

Table A1.5

Sector	Proving the concept	Technology development	Product Development	Production / Marketing
Very Good / Good	48	52	40	32
Neither good nor poor	5	3	6	2
Very Poor / Poor	10	4	5	4

How would you rate the quality of project management throughout the support?

Table A1.6

Sector	Proving the concept	Technology development	Product Development	Production / Marketing
Very Good / Good	43	43	33	28
Neither good nor poor	12	9	12	5
Very Poor / Poor	7	5	5	4

How would you rate the quality of advice received from Scottish Enterprise throughout the support?

Table A1.7

	Proving the concept	Technology development	Product Development	Production / Marketing
Very Good / Good	49	50	42	32
Neither good nor poor	7	6	5	3
Very Poor / Poor	5	2	2	3

How satisfied were you with the overall service received from Scottish Enterprise?

Table A1.8

Satisfied	47
Fairly satisfied	31
Neither satisfied not dissatisfied	8
Dissatisfied	1
Very dissatisfied	1