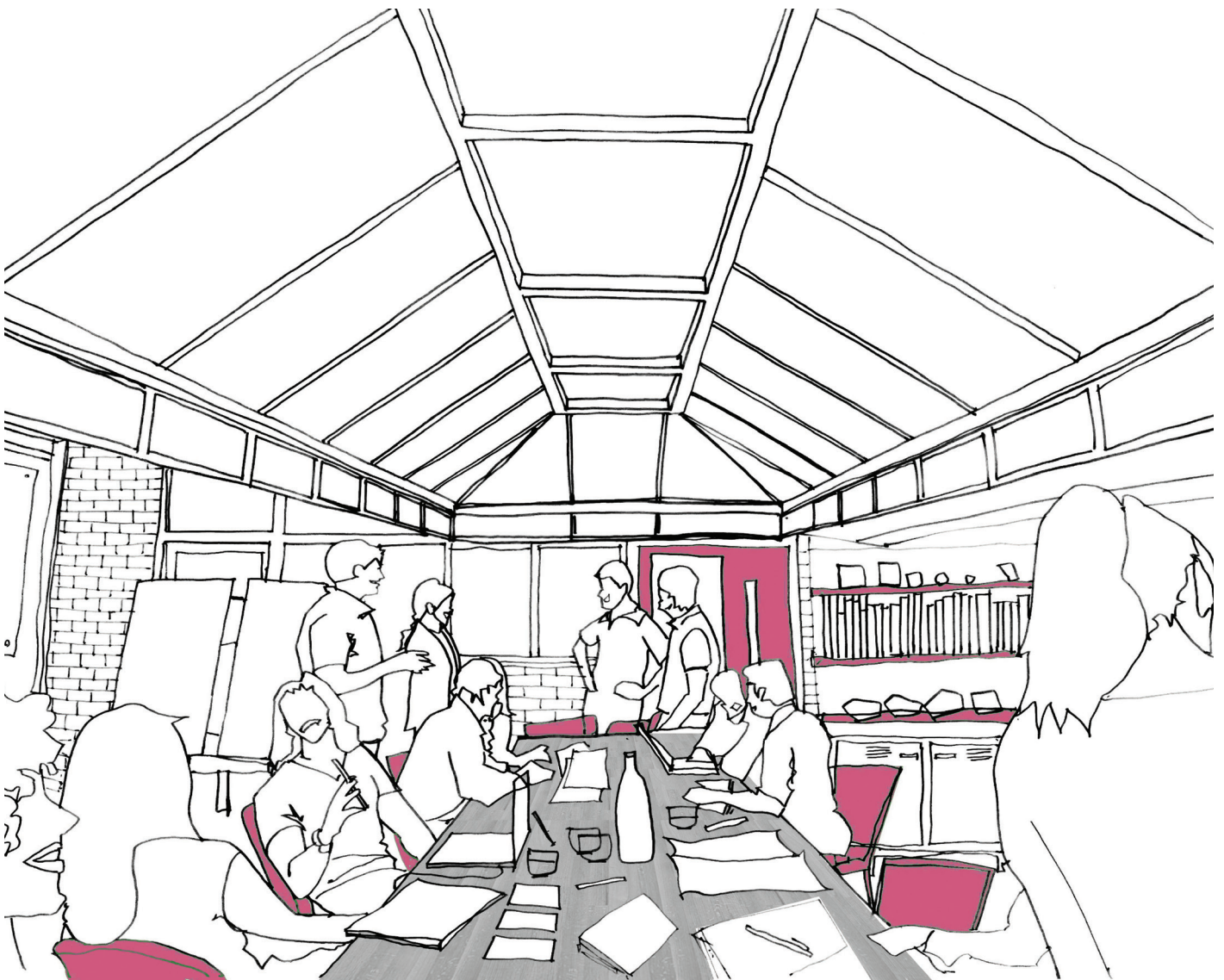


STEAMhouse

Business Partner

Introduction



European Union
European Regional
Development Fund



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Eastside
Projects
makes
a
public



**BIRMINGHAM CITY
University**

STEAMhouse: Hello



In the heart of Digbeth we are building a collaborative and creative centre point for our city. The building will have specially designed spaces to encourage businesses to incubate new ideas, and prototype new products and services. This is **STEAMhouse** and we want you to be a part of it.



STEAM: Hotting Up



STEAM itself is a relatively simple concept in an elusive world. It adds the mindset, approach, toolset and expertise from the design world into the traditional **STEM** structure. Not a traditionally close pair, this collaboration has demonstrated exceptional results, tremendous scope for problem solving, and significant commercial value.



Mobile Phone

+



Design Thinking

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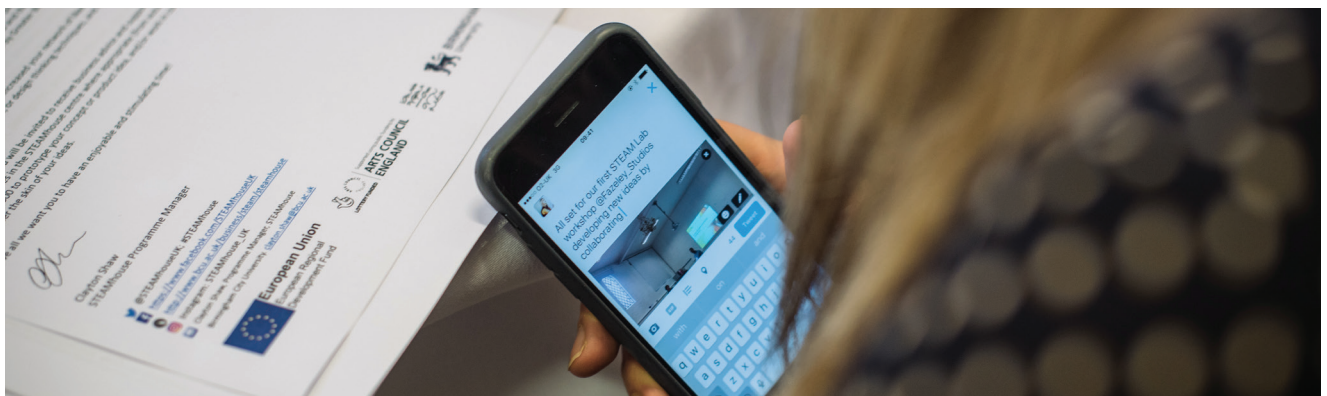
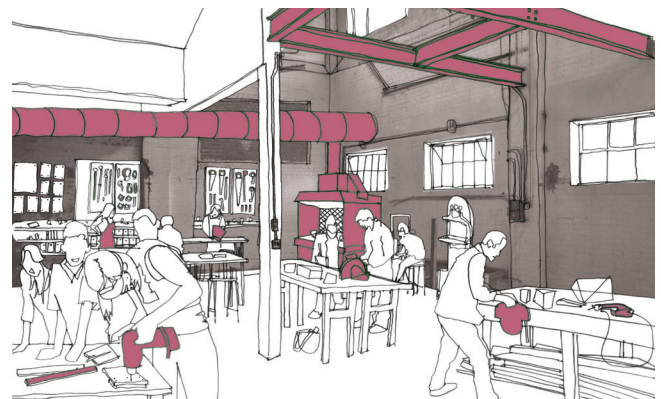
Smart Phone

STEAMhouse: Purpose



STEAMhouse as an idea began to create a physical space to encourage, support and inspire **STEAM** activities in Birmingham. We are experts in cross-innovation and momentum has never been stronger. We are now developing a space for collaboration with supportive infrastructure and scope for all to be involved

We are building a community of collaborators. **STEAMhouse** will give form to a movement and bring together academics, entrepreneurs, designers, makers, future talent, and organisations, like you, who can see how this approach could make a huge difference to their business now and further into the future.





STEAMhouse: Cause for Consideration



Our belief is that **STEAMhouse** has the capacity to deliver real positive impact to your business and bottom line, we hope you will agree. There are many ways it can do this, and we are really interested in knowing what you think they might be. Below is a brief overview of some of our core impact objectives:

Talent

- Access to entirely new networks from the creative, artistic and design worlds
- Work with emerging generation of highly trained innovative thinkers
- Guide the preparation and development of your future employees

Innovation

- Unlocking solutions through design powered and revitalised innovation
- Solve current/future challenges with collaborative and creative methods
- New mindsets, new expertise for new directions and new insights

The Region Working in Partnership

- New innovation infrastructure building capacity for skills development
- Strategic vision contributing to purposeful regional progress
- Stronger growth in a thriving international economy

Your People

- Fantastic learning through new approaches, perspectives and ideas
- Application of new techniques, experience of new styles of thinking
- Build multi-disciplinary networks and embrace diverse environments

STEAMhouse: Your Home



Our work with **STEAM** and its role in innovation is advanced and far-reaching, though with its inception in 2015 we are still near the beginning of the **STEAMhouse** journey. From the earliest outlines it was clear that business must be a central stakeholder to ensure all activity leads to attainment. To this end, we have detailed clear ideas for how we can work together right now below, that we hope we can discuss together, and indeed add to:

LEARNING – about cross-innovation, the approaches and methods we use, and our plans for **STEAMhouse** - by joining us for a workshop, a tour of the site or just a coffee

PROJECT DEVELOPMENT – collaboratively with our multi-disciplinary teams targeting either a new product or business opportunity, or the invigoration of a current one

BUSINESS CHALLENGE – create a brief and experience first-hand how the **STEAM** approach can deliver a new breed of solutions ready for direct implementation

STRATEGIC PARTNERS – will come in different forms and functions, and we want to explore them all as early as possible so your involvement can shape our long-term vision

STEAMhouse: Bring the rain



If you are interested in being involved we would be delighted to hear from you. No commitment needed at this stage, we just want to know how this can work for you. Come November 2017, our Phase 1 STEAMhouse will be ready for action.

We do very good coffee, and if you would like a look around the site whilst in development, we have most fetching hard hats for all sizes.

PLEASE GET IN TOUCH TO SPEAK WITH THE TEAM

Alexa.Torlo@bcu.ac.uk

And follow us on twitter to find updates on events, progress and opportunities

 **@STEAMhouseUK**

For more information visit: **bcu.ac.uk/steamhouse**

