

The Edinburgh-Stanford Link

Translating Language Technology into Business Benefit

- Why ?
- Strategy
- Current partners & success stories



Scotland...a unique history of inventors and innovations

The pedal bicycle Kirkpatrick Macmillan(1813-1878); **A wave-powered electricity generator** Stephen Salter in 1977; **The telephone** Alexander Graham Bell (1847-1922); **Criminal fingerprinting** Henry Faulds (1843-1930); **The television** John Logie Baird (1888-1946); **The motor lorry** John Yule in 1870; **MRI body scanner** John Mallard in 1980; **The modern lawnmower** Alexander Shanks (1801-1845); **Wire rope** Robert Stirling Newall (1812-1889); **Radar** Robert Watson-Watt (1892-1973); **The ultrasound scanner** Ian Donald (1910-1987); **The Hypodermic syringe** Alexander Wood (1817-1884); **Paraffin** James Young(1811-1883); **The fountain pen** Robert Thomson (1822-1873); **The vacuum flask** Sir James Dewar (1847-1932); **Pneumatic tyres** Robert William Thomson (1822-1873) and John Boyd Dunlop (1840-1921); **The cure for scurvy** James Lind (1716-1794); **The first cloned mammal** The Roslin Institute research centre (1996); **Pencillin** Sir Alexander Fleming (1881-1955); **The Waterproof Mac** Charles Macintosh (1766-1843)



And our track record for commercialising
such innovations?

Well...with the exception of shipbuilding....lousy!

Does language technology offer another
chance?



The Link...some facts...

- *Total of £6m from Scottish economic development agency*
- *£5.3m into research & training*
- *£700,000 into commercialisation (5 years) - 1st year favours Scotland*
- *Formalises an already strong relationship between two of the world's leading research universities*
- *All money invested into language technology research*
- *Each project is jointly carried out by Edinburgh & Stanford*



So what's special ?

- *The Link is using economic development money to invest in university research...this makes it unique in the UK*
 - *Need to create measurable economic benefits from the research*
- *But it's also experimental...can such an investment really help benefit business & grow the economy?*
 - *It may provide some of the pieces... but we don't expect to complete the jigsaw*



Commercial Strategy

- ✓ *Invest only in projects with commercial viability*
 - *Not technology for technologies' sake*
- ✓ *Use industrial collaboration partners to offer guidance and direction*
 - *Otherwise how do we know what industry wants?*
- ✓ *Utilise all Gov't initiatives to help SMEs access IP*
 - *No "build it and they will come mentality" – mechanisms needed*
- ✓ *Use students and staff on consulting contracts with companies (primarily to adapt/implement University IP)*
 - *Specialist to help with demos/prototypes – Dr Steve Conway*



Commercial Strategy

In Summary, we offer:

Collaboration (on existing Link-funded projects)

Contract research (funder owns IP)

Consulting (to transfer IP)



Current Partners

- Formal Industry Launch Event only held 10th October 2003
- Discussions with 20+ companies & organisations (90% local)
- Company sizes: 3 - 3000 staff
- Company sales: pre-sale - \$900m revenues
- Include: *developers of synthetic voices, operators of remotely operated & autonomous vehicles, database developers, business intelligence companies, knowledge management organisations and e-learning providers*



Example Partners

Graham Technology

- Leading Call Centre middleware developer.
- Collaboration partner for Automating Call Centres project
- Long-term support & direction.
- Key industry in Scotland – 40,000 employed but losing out to India



Memex

- East Kilbride-based technology company with offices in the USA.
- Leading intelligence provider for police, military and financial fraud detection agencies



- Licensing University IP & buying consulting services to adapt and implement information extraction (IE) code.
- Technology will lead to significant competitive advantage in tough market.



Example Partners

Rhetorical Systems

- Leading Edinburgh-based developer of synthesised voices
- Spin-out from the University of Edinburgh in 2000.
- Collaboration partner on Prosody for Speech Synthesis project
- Long-term support & direction
- Research will helping a small local company to successfully compete against \$billion industrial giants



AffectiveMedia

- Start-up offering emotional engineering services – unique offering
- Raised £250k in Gov't research funding
- Link is funding small research project underway to adapt Personality Style Checker to emotional analysis
- Will then licence from University – end-user client ready & waiting



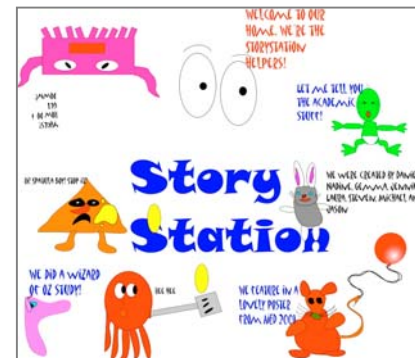
And finally...

Linear B

- Offering high quality machine translation, in any language
- University Start-Up (not spin-out)
- Started by 2 Link-funded MSc students
 - Chris Callison-Burch from California
 - Colin Bannard from the Edinburgh
- ETF and Smart Awards
- Looking for investment in 2004
- Elevator pitch yesterday

StoryStation

- Software helps children write creative stories
- PhD project, developed in conjunction with schools, teachers and students
- Offers encouragement & advice, based on curriculum & past performance – tracks progress
- Beta version being trialled in a small number of schools in Scotland
- English as a foreign language? - already talking to a global educational publisher



Come see our video, read our brochure,
visit the website...

www.edinburghstanfordlink.org

Thank you

