



unities

Powering Academic Enterprise

Think tank research insights for the new digital age

Overview and Prospectus

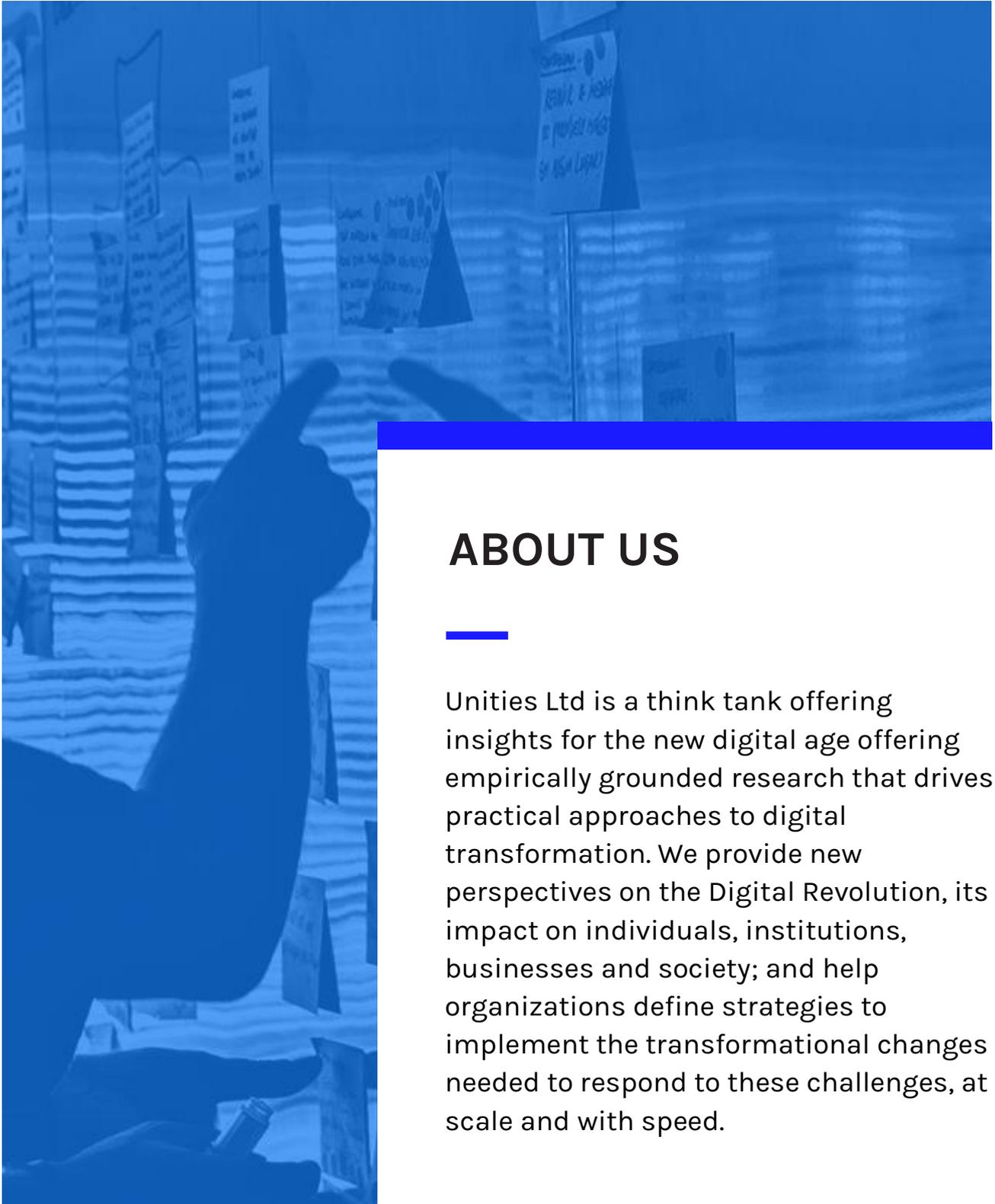
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ABOUT US

Unities Ltd is a think tank offering insights for the new digital age offering empirically grounded research that drives practical approaches to digital transformation. We provide new perspectives on the Digital Revolution, its impact on individuals, institutions, businesses and society; and help organizations define strategies to implement the transformational changes needed to respond to these challenges, at scale and with speed.



FOCUS AREAS

01

RESEARCH-BACKED ACCELERATION

We apply research-intensive applied expertise to help organizations accelerate success in their digital transformation activities.

Working with clients in the public and private sector, Unities provides research services, performs insight-generating experiments, develops policy positions and engages with teams to challenge and inspire transformational change.

02

DELIVERING EDUCATION

We engage in developing inventive new ways of delivering education together with a transformed organizational design to ensure it brings measurable outcomes and impactful change.

AN OVERVIEW

We are an advisory service offering **fresh insights** into the emerging digital economy and providing practical strategies for delivering digital transformation.

We focus on applying our **research-intensive expertise** to help organizations accelerate success in understanding and responding to digital dilemmas.

Working with clients in the public and private sector, we provide;

- **advisory services**
- **in-person insight-generating experiments**
- **policy positions**
- **educational activities**

With our extensive experience across academic and industry domains, we apply **empirically-grounded research** to drive practical approaches to digital transformation, and act as a **knowledge brokers** to provide insights to businesses, the public sector, and academic communities.

Think of us as **innovation provocateurs**, or that **critical friend** who is there to support you and your teams as you optimise your digital transformation efforts.

How do we do it?

We consistently build upon **deep on-going research themes**, and employ short sprints and targeted outcome-based activities to explore potential solutions, and then subject them to real-life testing in realistic scenarios. These sprints can be instrumental in redesigning your processes (such as market forecasting and analysis in the case of **IoT and wearable devices**), testing new business models and channels to market (such as **future mobile networks and 5G**), or piloting entirely new value propositions and delivery strategies (such as distributed trust mechanisms enabled by **Blockchain**).



The work we carry out is further leveraged through partnerships and joint activities with other highly respected groups at a **variety of leading UK research institutions**, and across the broader research landscape.

Most notably, we are involved in on-going joint activities with leading UK research institutions such as the **Universities of Exeter and Surrey**, the **UK Digital Catapult**, and the **Alan Turing Institute** (the UK national research center for AI and Data Science).

CASE STUDY



We worked with Future Agenda on the underlying research activities and report writing for their FUTURE VALUE OF DATA project. Driven by **the world's largest social networking platform**, our role was to review outputs, challenge conventional thinking, deliver additional commentary on findings, and offer practical insights from contemporary academic perspectives on digital economy issues related to this project. Building on the extensive experience of our team, we reviewed findings and report drafts, optimised analyses of the findings for **maximum impact**, and placed them in a strong **academically rigorous** context.

The resulting report, published at the end of 2019, presents a compelling and comprehensive snapshot of global perspectives on the value of data as seen by worldwide participants. View the report at: <http://bit.ly/Unities>

“Unities provided us with critical insights to enhance our view of the digital economy and its directions. Their ability to deliver balanced and informed advice around complex issues has helped enrich this report and added significantly to understanding how to deliver value through data.”

CAROLINE DEWING

Co-Founder, FutureAgenda

OUR TEAM

Professor Alan W. Brown – Founder

Alan W. Brown is Professor in Digital Economy at the University of Exeter Business School where he co-leads the Initiative in Digital Economy at Exeter (INDEX). Alan's research is focused on agile approaches to business transformation, and the relationship between technology and business innovation in today's rapidly-evolving digital economy. Alan's work is seen in his consulting activities where he advises several startups and works with clients in the public and private sector such as McLaren, Thales, Zurich Insurance, Centrica, and SAP. He has published 5 books and numerous papers on software engineering, systems design, and digital business transformation. His latest book, "Delivering Digital Transformation", was published in December 2019.

Nawtej Dosanjh - Founder

Dr Nawtej Dosanjh is a senior executive at Global University Systems, the award winning private provider of higher education, as well as being Provost of the business school of the University of Law. He previously led the post graduate part of Hult International Business School (the largest school in the world) and was the chief architect in designing and implementing a transformed and streamlined educational delivery system that allowed rapid scale (from 40 to 2000 students over 10 years) whilst controlling costs and improving quality across all indicators and dimensions, including gaining the coveted triple crown accreditations of AMBA, AACSB and EQUIS. Nawtej is published in knowledge management and ambidextrous leadership, and his main focus is on the organizational design in the context of streamlined educational delivery systems including inventive new ways of delivering educational.

Roger Maull - Founder

Roger Maull is Professor of Management Systems at the University of Exeter's Business School and Academic Director of the Initiative for the Digital Economy at Exeter (INDEX), based in London. Roger's initial research interest focused on Operations Management, specifically in the services sector and he has continued to publish widely on that topic (see below for list of publication). Since 2009 his research has moved to focus on the impact of the Digital Economy on individuals, organisations and more generally on society. He argues that we are living through a revolution driven by digital devices that can help us understand more about people (e.g. biometrics) and things (e.g. Internet of Food Things project). These new sources of data are changing how individuals live and work; how organizations operate; how businesses create value; how competition unfolds; how industries are structured and how innovation happens. To address these challenges, he is (as of Nov 2019) an investigator on

Travis Lee Street - Founder

Travis Lee Street has been developing software platforms in the commercial sector since 2011. The former CMO of Artificial Intelligence healthcare company BioBeats, Travis has experience leading teams in marketing, software development, and design. Since in 2014 he has pioneered innovative entrepreneurship at Surrey University, spending four years teaching Master's level business modeling as Teaching Fellow in Entrepreneurship. Shifting his focus to animal health, he became Strategy Manager for the Veterinary Health Innovation Engine (vHive) at Surrey University Veterinary School, a research and business incubation centre that is funded by the world's largest animal health pharmaceutical company Zoetis. He is currently leading on the development of a data innovation platform in animal health for the likes of partners the Bill & Melinda Gates Foundation.

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