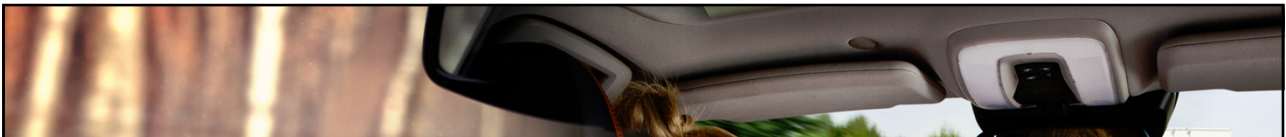


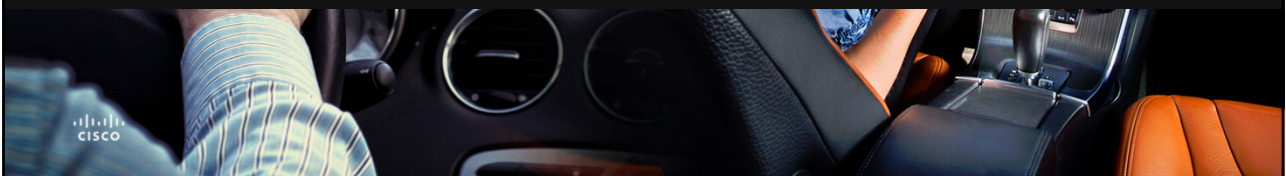


UKRI's Potential - A Business Perspective

Phil Smith
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Cisco Chairman, UK & Ireland



The world has **CHANGED**





Common challenges

PRIVACY




SAFETY



SECURITY

SKILLS

Researching tomorrow's technologies, today

Cisco CREATE

<p>2 Centers CREATE London & Glasgow</p> 	<p>3 Academic partnerships</p> 	<p>6 Projects</p> 
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-  Lighting as a Service
-  Station as a Service

cityverve

<p>2km² Innovation corridor</p> 	<p>£16m IoT investment</p> 	<p>21 delivery partners</p> 
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-  Energy & Environment
-  Transport & Travel
-  Health & Social Care
-  Culture & Public Realm

Success – A Business Perspective

- ✓ Business Relevant
- ✓ Market Sensitive
- ✓ Simple and accessible
- ✓ Impactful and visible

