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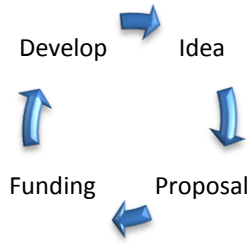
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IDENTIFYING ENTERPRISE OPPORTUNITIES: A CASE STUDY

FORMWATCH: WEB ANALYTICS & BUSINESS INTELLIGENCE

Christopher Newman, Paula Sturdy, David Wilson & Richard Thorne (graduate)

INTRODUCTION

Enterprise projects have a natural lifecycle; from idea to development.

Develop — Idea — Proposal — Funding (cycle diagram)

Enterprise-aware tutors could identify projects to be placed on a "Commercial Possibility" watch list.

The flow chart depicts such a case: identifying a project and showing how it was developed.

THE FORMWATCH PROJECT

This application automatically monitors and records how online forms are used.

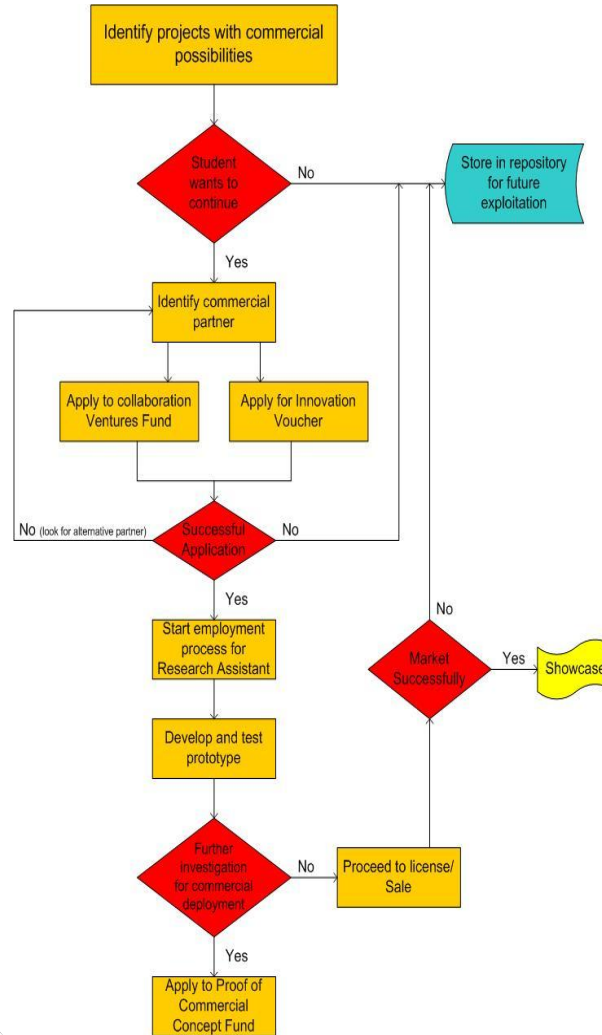It produces statistics about the user's behaviour whilst completing the form.

These can provide valuable intelligence on how visitors interact with such a form.

The website owner can then change the form to help understanding and even improve user interactivity.

(Flow chart)
- Identify projects with commercial possibilities
- Student wants to continue — No → Store in repository for future exploitation
- Yes → Identify commercial partner
- Apply to collaboration Ventures Fund
- Apply for Innovation Voucher
- Successful Application — No (look for alternative partner) / No
- Yes → Start employment process for Research Assistant
- Develop and test prototype
- Market Successfully — Yes → Showcase / No
- Further investigation for commercial deployment — No → Proceed to license/ Sale
- Yes → Apply to Proof of Commercial Concept Fund

RESULTS SO FAR

- Development of prototype software to beta stage
- Employment of student by ghd, Leeds as a result of the project
- Collaboration with industrial partner
- Set of recommendations devised from the experience that could inform similar ventures
- Management summary report detailing the process inception phase of developing a commercial venture (available on request)

FUTURE WORK

- Beta testing of the application in alternative commercial settings
- Full analysis of the usage test results
- Initiate the formation of a dedicated software engineering facility
- Identify further funding streams
- Journal publication (Enterprise in Education
- Initiate a University Enterprise Group - nurture, network and nourish (fund) enterprise-active staff

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