



Strategy

# 2025

Our purpose  
at KTN is to  
create diverse  
connections to  
drive positive  
change



We connect ideas, people and communities to drive innovation that changes lives.

Innovation is complex. The journey from idea to market is not straightforward and requires a diverse range of know-how, investment, market knowledge and research. KTN exists to connect innovators with new partners and new opportunities beyond their existing thinking - accelerating ambitious ideas into real-world solutions.

The future holds both challenges and opportunities. We are passionate about working with innovative businesses to overcome these challenges and shape the opportunities and solutions that follow.

Our vision is to create a network of innovators so powerful its ideas will change the world. Our plans for the next five years are ambitious and we cannot achieve them alone. We look forward to working together to make this strategy a reality.

Alicia Greated  
CEO, KTN

A handwritten signature in green ink that reads "A Greated". The signature is fluid and cursive, with a long horizontal flourish at the end.





# KTN The Next 5 Years


This strategy lays out the commitments we are making to deliver even greater impact as an organisation over the next five years. The UK faces ever-changing challenges as an economy and society, and our global influence and impact is under increasing focus. KTN is committed to working at pace and with agility to **connect** across **sectors, people** and **geographies** to respond to these challenges and drive positive change through innovation.

While **business** is at the heart of our work, our diverse connections span **government, funders, research** and the **third sector**. This unrivalled overview and connectivity enable us to be a trusted guide through a complex global landscape of research, development and innovation. Over the next five years, we will build collaborations at a **local, national** and **global** level.

We will source and create connections between the right partners, wherever they are, ensuring that the benefits of new ideas are felt locally as well as nationally.

We recognise that innovation challenges and opportunities are also global, so we will find and make connections with new, targeted international partners that add value to our network. As we extend our **reach** and **engagement**, we will develop an even deeper understanding of our data, our network, our connections and the changing **environmental** and **societal** context of innovation.

We will adopt the **latest technologies** to gather and share these **insights**, using them to inform our work and the work of others.



We commit to focussing not only on economic prosperity, but also on **societal and environmental benefit**, starting with the goal to achieve **net zero emissions**. We will build on our work with business communities, ensuring that they are prepared, skilled, empowered and well-connected to address challenges of the future.

Over the next five years we will demonstrate, through a portfolio of evidence, that our involvement increases **investment** in innovation leading to positive **economic, societal, and environmental** change.

**We cannot do these things by working alone.**

We are committed to developing a strong alliance of like-minded organisations, determined to drive **positive change**.

By 2025, we will have built a range of new **strategic partnerships**, locally and globally, making KTN their partner of choice for delivering change through innovation.

And finally, but most importantly, we commit to ensuring that KTN continues to be a **diverse, inclusive** and **exceptional** place to work for exceptional people.

Our already strong workforce will be listened to and further **strengthened, motivated** and **empowered** to deliver consistently high levels of collaborative work, focusing on the commitments laid out in this strategy.

# Our Values

## Open

We value diversity of opinions, ideas, skills and perspectives.

## Creative

We embrace ideas with curious minds and use our insight to uncover opportunity.

## Collaborative

We are one team, working together across sectors, people and geographies to drive positive change.

## Determined

We are determined to meet challenges with solutions and enable innovators to think and act beyond expectations.



## Our Purpose

We create  
the diverse  
connections to  
drive positive  
change

## Our Vision

To establish  
a network of  
innovators  
so powerful  
its ideas will  
change the  
world

# Positive Change

We create diverse connections  
to drive positive change

## Deep Expertise

We have wide-ranging  
expertise and convene  
the expertise of others

## Powerful Connections

We drive powerful  
connections with business  
at the heart of what we do

## Future Shaping

We shape the  
innovation communities  
of the future

# Our People

We provide an exceptional place of  
work for our exceptional people





# Our Commitments

2025



# Positive Change

We create diverse connections to drive positive change

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We will extend our activity beyond economic prosperity to also deliver sustainable societal and environmental benefit

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We will connect national and regional innovation to encourage distribution of economic and societal well-being across the UK

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We will collaborate globally to create valuable international connections for innovators

## Deep Expertise

We have wide ranging expertise and convene the expertise of others

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We will increase recognition of KTN as trusted experts to help more innovators get their ideas to market

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We will convene our expertise to ensure ideas and innovations are shared across sectors

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We will use our expertise and work with partners to connect the UK's research base to business communities to drive positive change

## Powerful Connections

We create powerful connections, with business at the heart of everything we do

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We will deepen our understanding of our business networks to make better, more powerful and informed connections

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We will build new strategic partnerships to extend our networks and to create more value for those we already work with

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We will develop and champion greater diversity to make a better and stronger innovation system for the UK

## Future Shaping

We shape the innovation communities of the future

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We will use and share our insights and data to inform our work and the work of others

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We will use our connections to convene new business communities around emerging innovations and sectors to prepare markets for the future

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We will build connections and communities to address key global challenges, starting with net zero

# Our People

We provide an exceptional place of work for our exceptional people

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We will embrace diversity and inclusion, enhancing our respectful and trusting culture so that people feel supported and valued and thrive through working together

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We will enrich our people to develop knowledge, capability and expertise both for them personally and for KTN and the people we work with

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We will empower our people to be creative and innovative in the way we shape the future and deliver positive change



The image features a person's profile in silhouette on the left side, looking towards the right. The background is a vibrant green, overlaid with a complex digital network of glowing lines and nodes. The network consists of numerous thin, intersecting lines and clusters of small dots, creating a sense of data flow and connectivity. The overall aesthetic is modern and technological.

# Our Impact

2025



# Evidence of Positive Change

Through connecting with KTN, UK businesses will be investing more in innovation, leading to positive economic, societal and environmental change.

Evidence:

Businesses working with KTN will report an increase in investment and value created due to engagement with KTN.

KTN's reputation will mean that we are the partner of choice for connecting innovators across sectors, places and disciplines.

Evidence:

We have an excellent reputation with the organisations and people we work with.

We will have engaged with new strategic partners, establishing KTN as their partner of choice for delivering change through innovation.

KTN is recognised as an exceptional employer of choice and a champion for diversity and inclusion.

Evidence:

We are a top-rated employer with a diverse, talented and happy workforce.





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