



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 stroke at the end.

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

Positive Change

We create diverse connections to drive positive change

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

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

We will collaborate globally to create valuable international connections for innovators

Deep Expertise

We have wide ranging expertise and convene the expertise of others

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

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

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

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

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

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

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

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

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

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

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

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

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.



ktn-uk.org



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