

Qi3 Services for SMEs



Background

Qi3 is able to offer its services with expert staff registered on the Manufacturing Advisory Service (MAS) Directory. This enables companies to receive support from Qi3 staff together with enabling grants of up to £3,000.

This leaflet provides examples of services that we can deliver to provide focused improvements in companies' performance within the scope of the MAS.

Who we are

Qi3 provides hands-on expertise in all aspects of marketing technology-based products, from strategy to implementation. We have deep knowledge of applications, technologies and opportunities within a variety of engineering and manufacturing sectors. These include sensing, instrumentation, materials, electronics and software within manufacturing/engineering industries in general and specialist sectors such as aerospace, defence, security, space, semiconductors, cleantech, environmental monitoring, life science and healthcare technology.

How we can help

Qi3 offers tactical, strategic and operational support to technology businesses, large and small. Our breadth and depth of commercial skills is combined with strong technical understanding and we deliver flexible packages depending on a company's individual needs.

We can help:



Over the years we have conducted in excess of 200 Market Research projects for a host of SME's, technology corporations and research institutes, covering a huge range of applications (case studies can be found on our website www.qi3.co.uk/clients/case-studies).

Each Market Research project is different and has been carefully tailored, because we understand that every business situation, technology and market is unique. And more than just providing desktop research, Qi3 interfaces directly with field experts, potential end-users and manufacturers to unearth the true value of a technology.



Help me validate a market opportunity – Ask The Experts

Businesses often need a speedy sense check to validate a proposed market or to discover new market opportunities. We have developed Ask The Experts to provide rapid feedback on concept viability.

How does Ask The Experts work?

Ask The Experts provides intelligence and insight into idea generation. It combines market research with strategy and analysis, incorporating inputs from leading experts in various fields. This is undertaken with rapidity, defined methodology, access to domain expertise and at a low cost that defers risk to a later stage.

What do we deliver?

Our objective is to find the addressable market for your products/services. Ask The Experts is tailored for SMEs and start-ups who need to gain insight fast, but don't want to commit to a large costly project.

Ask The Experts involves consultation of at least five experts from the relevant technology/market area. The typical programme time is 2 weeks, from validation of the questions to be addressed. Key findings will include a synopsis of interviews accompanied by confidence ratings. This will be provided in a concise format together with our conclusions and recommendations based upon the experts' inputs.



Help me get to market and improves my sales process – Qi3 Rapid Market Prototyping™

Qi3 Rapid Market Prototyping™ is a completely new approach to product and customer development, revolutionising the way of looking at customer needs. It is best suited to dynamic, unpredictable environments where fast payback and confidence is required.

How does Qi3 Rapid Market Prototyping™ work?

Qi3 Rapid Market Prototyping™ includes four activity cycles (Strategy, Market Traction, Business Development, and Scale-up), which address business needs at progressive stages of development. Each activity is repeated in a series of iterative steps to improve the proposition and engage all parts of the business (see example on the next page). It creates a stronger value proposition for business at an earlier stage.





The Market Traction cycle is a vital step for Customer Discovery and Customer Validation, with the aim of generating initial market traction. You can decide which elements in the cycle you need to investigate. For example, Market Research is conducted in staccato packages to understand key dynamics, providing a combination of primary and secondary research as output to be incorporated into product development. We work with the business continuously in order to co-create a lean, informed development process.

Qi3 Rapid Market Prototyping™ can be offered in discrete work packages or on an ongoing basis for typically 6-24 months. Examples of work packages that can be offered through the MAS are:

- Product Roadmap: planning the evolution of products to fit market needs and manage development resource
- Product/Technology strategy: determine options, select partners, plan finances and explore grant opportunities
- Market Testing: gain rapid market feedback on product concepts and establish 'go to market' partners and strategy
- Find alternative markets: 'pivot' propositions to exploit your technology and manufacturing base
- Improve sales processes: make sales processes more efficient, integrated with company needs and scale
- Increase exports: select and manage agents and distributors, or develop direct sales channels

How do I get started?

Call Nathan Hill on +44 (0)20 7925 1992 / +44 (0)1223 422404 or email nathan.hill@qi3.co.uk to provide your requirements.

For further information, please visit www.qi3.co.uk/services/qi3-structured-business-development/ask-the-experts and www.qi3.co.uk/services/rapid-market-prototyping.

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