



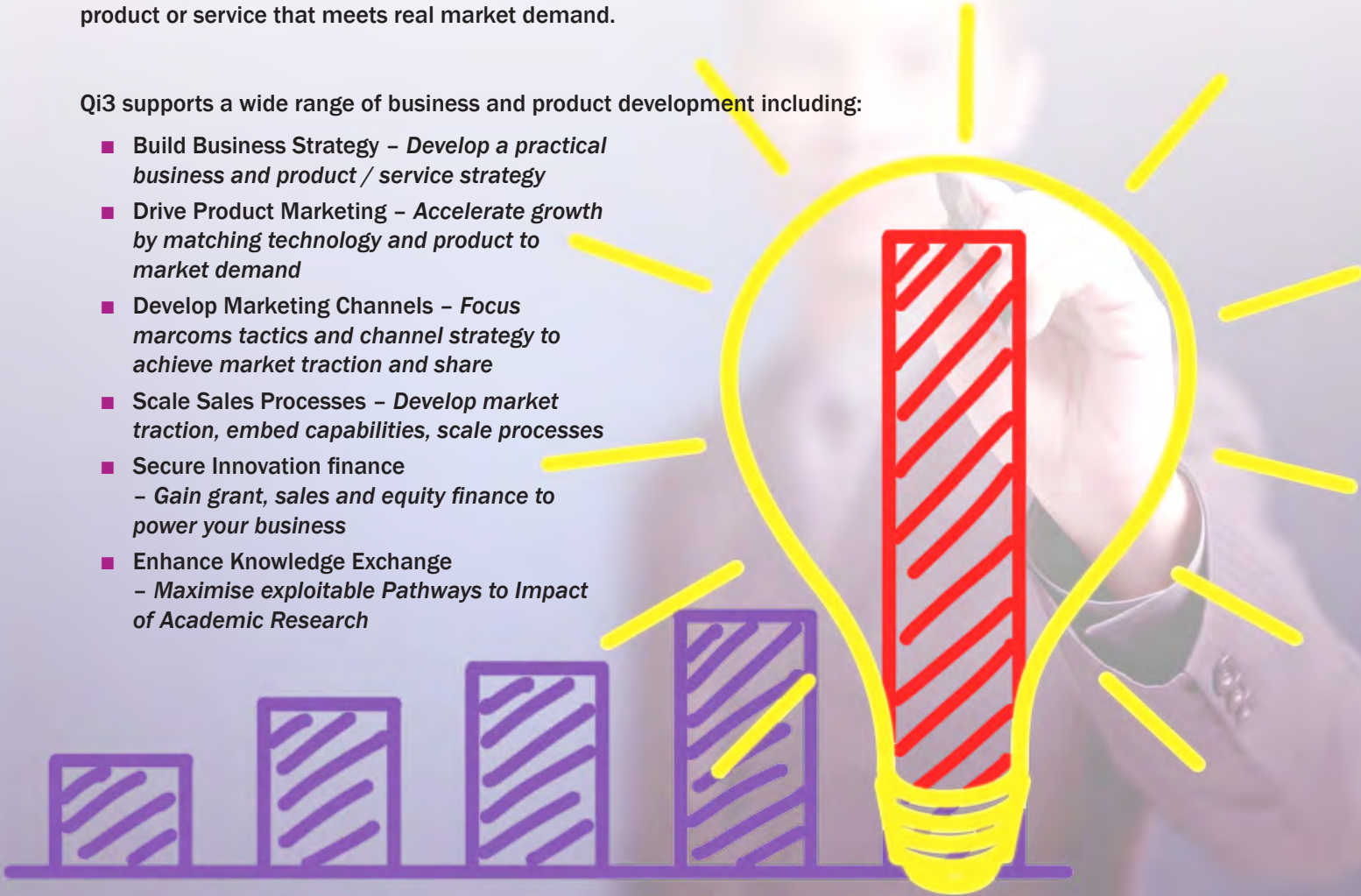
*Sales & Marketing support for growing technology businesses*

## Introduction

Qi3 is a technology commercialisation company specialising in business development and knowledge transfer. Our technology business development team is passionate about providing hands-on expertise from strategy to implementation. Established in 1999, we have extensive experience of successful projects for large corporations, SMEs, start-ups, and universities, finding that 'bite point' where a great technology can be developed into a superb product or service that meets real market demand.

Qi3 supports a wide range of business and product development including:

- **Build Business Strategy** – *Develop a practical business and product / service strategy*
- **Drive Product Marketing** – *Accelerate growth by matching technology and product to market demand*
- **Develop Marketing Channels** – *Focus marcoms tactics and channel strategy to achieve market traction and share*
- **Scale Sales Processes** – *Develop market traction, embed capabilities, scale processes*
- **Secure Innovation finance**  
– *Gain grant, sales and equity finance to power your business*
- **Enhance Knowledge Exchange**  
– *Maximise exploitable Pathways to Impact of Academic Research*



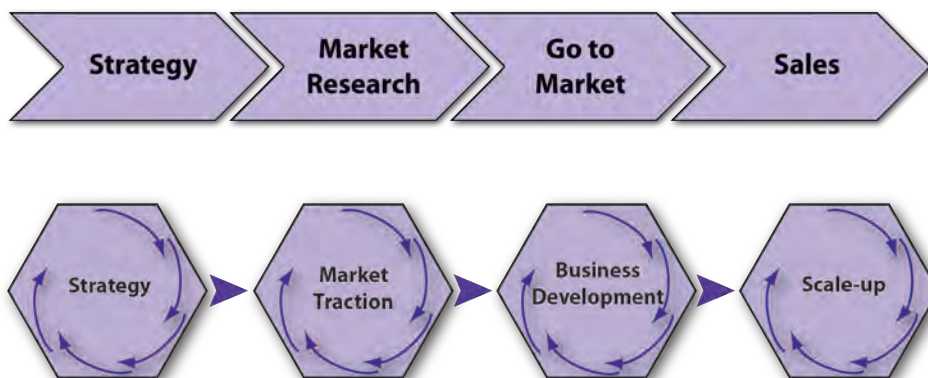
We help our customers to maximise their potential in a wide range of market domains, including:

- Space & Aerospace
- Defence & Security
- Healthcare & Life Sciences
- Scientific Research & Government
- High Value Manufacturing
- Environmental & Sustainability
- IT, Software & Communications

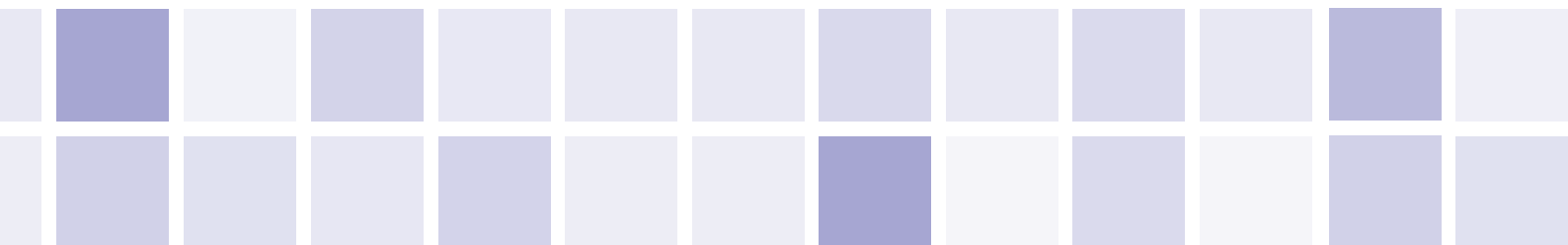
**Our Service Methodologies**

We deliver our services through 3 distinct methodologies:

- Qi3 Structured Business Development™
  - *Building blocks that lay the foundations for business development and growth*
- Qi3 Rapid Market Prototyping™
  - *A radical new approach, interleaving technical development, business development, and market insight*
- Intelligent Knowledge Exchange
  - *A set of services that translate academic research into substantial Pathways to Impact*



**Our linear and iterative approaches to innovation management**



## Qi3 Rapid Market Prototyping™

A radical new approach to product and customer development



Our methodology interleaves market insight, business planning and technical development in a series of iterative steps

### How is it delivered?

Qi3 Rapid Market Prototyping™ delivers skills direct into your business through a methodological process. It has 4 cycles, each comprising 6 toolkits which are customised to your needs (see example below). Each activity is repeated in a series of iterative steps to improve the proposition and engage all parts of the business. Qi3 Rapid Market Prototyping™ is particularly effective at helping to create a stronger value proposition for business at an earlier stage, and for providing the foundations for scaling businesses profitably.

### Examples of activities delivered within Qi3 Rapid Market Prototyping™

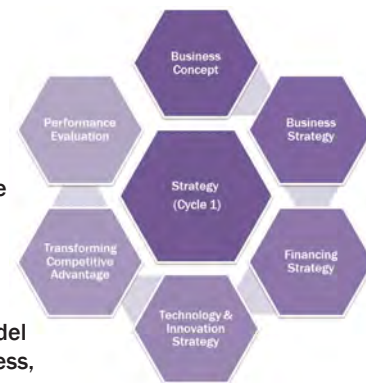
- **Business Strategy:** Plan the future for your business
- **Product Roadmap:** Plan the evolution of products to fit market needs and manage development resource
- **Product / Technology strategy:** Determine options, select partners, plan finances and explore grant opportunities
- **Market Testing:** Gain rapid market feedback on product concepts; establish 'go to market' partners and strategy
- **Go to Market:** Prove market traction by establishing a sales pipeline and closing deals
- **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, develop direct sales channels

## Cycle 1 - Strategy

### Develop your Strategy

The success of any business depends on knowing your market. The Strategy cycle focuses on building overall business ambitions, identifying opportunities and goals.

- **Business concept:** Gain greater clarity on corporate ideas and goals to develop product concepts
- **Business strategy:** Construct a solid strategy. Identify constraints, objectives, strengthen corporate vision and goals
- **Financing strategy:** Assess proposition forecast base, forms of finance and expected returns
- **Technology & Innovation strategy:** Establish sources of innovation, select partners and measure business performance
- **Transforming Competitive Advantage:** Embed your organisational strengths into the business model
- **Performance Evaluation:** Undertake benchmarking activities and evaluate the outcomes of business, product or programme performance



## Cycle 2 - Market Traction

### Build your foundations

This cycle is vital to prove to yourself and investors that the product/service is in demand. The purpose of this cycle is to generate and test the value proposition.

- **Concept Generation:** Develop corporate goals and identify customer needs
- **Value Proposition:** Identify the benefits of your product/service, formulating a set of competitive advantages versus key competitor value propositions
- **Market Research:** Unfold the market size and key dynamics through primary research
- **Minimum Viable Product (MVP) Formulation:** Develop minimum saleable product to gain market feedback and early traction
- **Test Market:** Gain rapid market feedback on product concepts and establish 'go to market' partners
- **First Strategic Sales:** Achieve early sales, and beta or R&D partnerships



## Cycle 3 – Business Development

### Strengthen your capability

The Business Development cycle accelerates the product/business forward towards scaled execution.

- **Total Product Formulation:** Reinforce business model by combining product roadmap and pivot propositions
- **Sales Roadmap:** Develop scalable processes to achieve repeated sales
- **Marcoms Strategy:** Implement marketing campaigns to underpin market share gain
- **Establish Distribution:** Create a scalable distribution channel for volume sales
- **Create End-user Demand:** Develop effective marcoms and positioning to grow user demand
- **Drive Market Share:** Integrate all the elements together to achieve revenue and market share



## Cycle 4 – Scale-up

### Realise your value

The Scale-up cycle helps organisations to achieve the strongest possible market position and profit generation.

- **Revised Market Positioning:** Evaluate the market to define clear segment, target and position
- **Scale-up Business Model:** Create a process led business model to establish sustainable profit
- **Competitive Strategy:** Develop competitive strategy, integrated with market positioning and business model
- **Profit Dynamics:** Conduct financial analysis and measure the values of technology and product innovation
- **Processes and Structures:** Select and manage organisational structures and people to ensure business goals can be delivered
- **Continuous Innovation:** Create processes to embed innovation strategy and sustainable competitive advantage



“ Qi3 recognises the challenges inherent in rapid growth, and do so as experts in instrumentation businesses. In our case, the need to overtly link plans to marketing, technology and product strategy have provided us with a framework to continue to grow. Qi3 provided a toolkit and structured form of thinking to anticipate and to address organisational challenges which were different from those when our business was half of its current size. ”

– Jeremy Warren, CEO Nanosight

## Qi3 Structured Business Development™

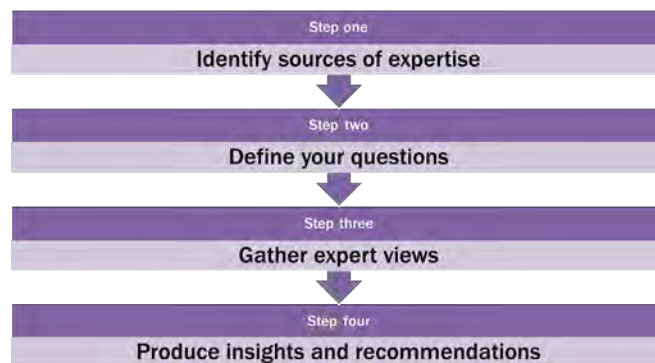
Building foundations for business performance

Qi3 has delivered over 200 projects using our unique market research model and business development methodology. We realize the maximum potential of a technology, providing focused insight and qualified prospects for early adoption.



### Ask The Experts

Tailored specifically for companies/institutions who need to gain insight fast, before committing to more detailed business development activities. We incorporate inputs from leading domain experts, and provide intelligence for idea generation.



“ Beyond Qi3’s marketing expertise, an extremely valuable benefit that Qi3 was able to bring to Phase Focus was its extensive knowledge of the instrumentation and sensors community. A large network of key contacts was therefore quickly established, which helped to provide early feedback on the Phase Focus’s technology and product development plans. ”

– Ian Pykett, CEO at Phase Focus Limited

## Market Research

Qi3 has extensive experience in conducting research in a huge range of applications and for a wealth of companies from SME's to large Corporations to University research centres. We use our unique methodology to evaluate the feasibility and potential applications or markets of a given technology, group of technologies or patent.

Our team has experience in a wide range of technology domains, combined with strong backgrounds in sales and marketing, so we are able to extract the maximum potential of a technology and provide real business insights & qualified prospects for early adoption.

There are generally two stages to our Market Research

The first will allow you to decide whether further patenting and R&D costs are justified. At the second stage, we go into greater detail to reveal, for example:

- Market forces and segmentation
- Market growth forecast
- Best entry strategy
- How to achieve early sales
- Identify target companies for early sales and collaborate development

Our approach allows us to focus on real customers and strategic partners, and have led to many successful examples of commercialisation.

“ We engaged Qi3 to fill a gap in our Product Management coverage on a multi-faceted and highly technical project. On researching their previous work, we became confident that their experience in other fields would map well to the task at hand. We were pleasantly surprised at how quickly they grasped our issues and helped us to map a course forward that could be handed over to an in-house Product Manager with ease.

Qi3 exhibited stellar professionalism and drove the project hard, even when we were unable to focus on it. They always had Elekta's objectives in mind and delivered on every one of their commitments. ”

– Tim Prosser, Director,  
Oncology Business Line Management at Elekta



## Intelligent Knowledge Exchange

Maximise exploitable pathways to impact of academic research

We are uniquely positioned to help universities, Research Councils, and other sponsors to maximise the commercial and economic impact of academic research.

Qi3 has considerable experience of designing and delivering Knowledge Exchange programmes, in performance evaluation and in supporting the cultural shift of academic research towards recognizing a variety of legitimate pathways to impact of civil and defence research. Examples of our work include:

- Delivering Programmatic Knowledge Exchange, based around a cohort of research activities
- Delivering Thematic Knowledge Exchange based around a science theme or industry sectors, or acting as the UK representative for international organisations
- Evaluating performance of Research Council, University and International Organisation Knowledge Exchange schemes
- Developing individual spinouts, licences and collaborative R&D prospects
- Brokering and supporting tens of millions of pounds of collaborative projects

### Portfolio Evaluation

- **Portfolio Review:** Rank and sift institute IP portfolios according to market potential, and prioritise Knowledge Exchange opportunities
- **Strategy:** Create programme strategy and performance metrics to maximise success

### Technology Mining

- **Opportunity Mining:** Work with academic research groups to identify new seams of Knowledge Exchange opportunity on an institute or cohort basis
- **Awareness Raising:** Improve culture and awareness, establish pathways to impact

### Market Research

- **Market Research:** Identify markets and potential partners for specific research outcomes such as IP, technology, algorithms, or databases
- **Preparation for Brokering:** Prepare examples/case studies, map innovation attitudes of relevant companies

### Community Building

- **Building Networks:** Build networks with other relevant organisations (KTNs, RTOs, Catapults, Industry Associations)
- **Broad Brokering:** Publicity, organise brokering events, workshops & focus groups

### Partnership Building

- **Specific Partnerships:** Broker specific collaborations with companies and organisations. Persuade companies to actively engage in clusters
- **Support:** Support application preparation to maximise success rates, and identify relevant innovation funding programmes

### Performance Evaluation

- **Performance Evaluation:** Analyse and report on Knowledge Exchange programme performance. Recommend improvements and design new interventions
- **Metrics:** Identify range of metrics that measure success and progress to objectives
- **Monitor:** Monitor pipeline other engagement metrics to maintain progress
- **Report:** Report metrics and progress on quarterly basis

Our experience shows that the KE needs of individual organisations vary, and we tailor our well-established methodologies to produce the desired outcomes from our base of practical business experience.

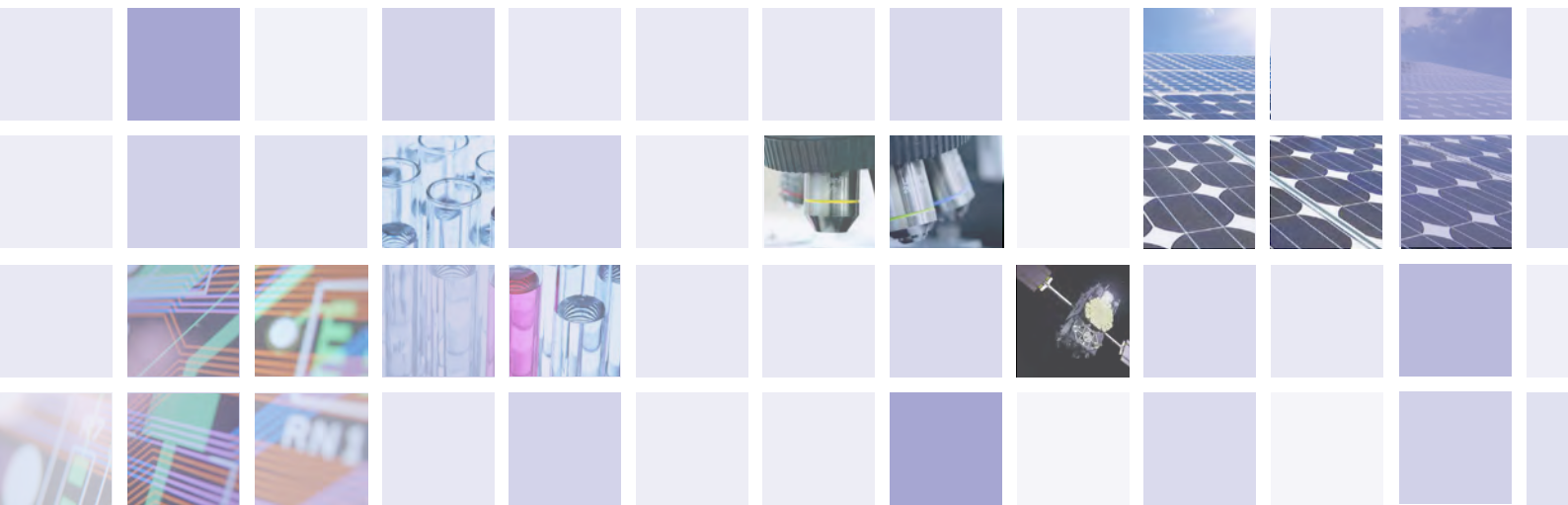
“ Qi3 has acted as a very useful conduit between academic scientists and scientists in GSK. ”

– Malcolm Skingle, Director, External Science & Technology, GlaxoSmithKline

“ I would thoroughly recommend Qi3. The team is knowledgeable, effective at building relationships and delivering projects. Furthermore Qi3 calls upon a strong network to deliver diverse work. ”

– Ted Ridgway-Watt, UK Trade & Investment

To learn more about our services and how we can help, please call +44 (0)1223 422404 or visit [www.qi3.co.uk](http://www.qi3.co.uk)



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