

Technology expertise : Market research excellence : Global capability



Business-to-Business Market Intelligence
for Science, Engineering and Technology



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Inventya is a specialist consultancy that provides bespoke market intelligence for science, engineering and technology based businesses, products and services. Our clients range from **technology transfer centres** and **research institutes**, to **corporations** and **private businesses** to **venture funders** and **finance providers**, that seek market validation for their projects and investments.

Technology Expertise

Our consultants have advanced academic backgrounds in scientific disciplines and a passion for technology. Understanding the fundamental features of our client's propositions enables us to deliver actionable results that positively impact our clients' business.

Research Excellence

A thorough, focused and disciplined approach, accessing the best data sources and speaking to the right people, ensures we deliver reliable, up-to-date information from which our clients can make the right strategic business decisions.

Global Outlook

The geographic scope of our work is worldwide. Fluency in all major languages and specific knowledge of Asian, European and American markets means our clients gain a genuinely global insight into their business.

Acting as trusted advisors we will deliver the right information, in the right format at the right time, allowing you to MAKE THE RIGHT DECISIONS.



"Inventya carried out an in-depth market study for us on a very specialist area of technology.

The output was a fantastically detailed report that surpassed our expectations and which has contributed greatly to our business planning"

CLIK Knowledge Transfer, Science & Technology Facilities Council

Key Services: Proof of Concept Research

Whether you are looking to introduce a new product, test a new concept or refine an existing product, having a clear picture of the market should always be the first step.

Our proof of concept market research will help you verify that there is a market for your product or service and uncover the areas offering the greatest opportunities.

Using a combination of desk based research and customer interviews, the proof of concept research provides you with an overview of the current status of the market. We expertly identify, analyse and synthesise industry trends and information to give you detailed insights into your chosen markets.

Our proof of concept research will:

- Identify main market sectors
- Estimate market size and growth
- Analyse key market trends, drivers and constraints
- Assess your market's competitiveness
- Understand customers challenges

Case Study



The Brief

Liverpool John Moores University sought to establish the market need among UK Pain Centres for an innovative medical device.

The Deliverable

Inventya carried out a full proof of concept project with desk based market analysis and a customer survey.

The Impact

The findings lead to further definition of the product offering, service positioning, market opportunity and preferred supply, pricing and business models and also included a database of genuine business leads for follow up.

"The market research brief and objectives agreed with LJMU were expertly met through the use of appropriate methods and the findings professionally presented in a final report to a high standard, enabling the client to confidently re-formulate and adjust their strategic plans for future growth and development."

Stephen Fisher

Business Development Research Manager, Business Development Centre
Liverpool John Moore's University

Key Services: Market Intelligence

Focusing on the customers that are most likely to purchase your product or service is essential to develop a successful and profitable business.

Our customer analysis and surveys complement desk based research and are designed to understand customer expectations and identify unmet requirements. This is achieved by targeted primary research, completed by telephone, electronically or in personal interviews.

Our contacts with key industry experts and potential customers help provide cost-effective assessment of the market opportunities. Our approach also frequently identifies immediate opportunities to be followed up.

Our custom market intelligence will:

- Identify unmet customer requirements to differentiate your offering from the competition
- Determine customers' satisfaction drivers and their perception of current solutions
- Define essential features and optimal pricing
- Segment your customers into effective groupings
- Generate potential business leads

Case Study



The Brief

UMIC required market reports for a variety of technology based businesses in the North West of England as part of an government funded project.

The Deliverable

A series of detailed reports outlining the market potential for the products and service offered, along with customer needs, suggested pricing, competitor benchmarking, competitive advantages and validated leads.

The Impact

UMIC offered a particularly successful service in the region and this contributed to their recognition as a highly successful service provider of business support, representing the newly merged University of Manchester.

“We would like to express our continuing satisfaction at the work Inventya have done and are doing for UMIC. The market research reports (and associated strategic recommendations) you have provided are always of a particularly high standard we would have no hesitation in recommending you to other organisations.”

Martino Picardo

General Manager
University of Manchester Incubator Company (UMIC)

Key Services: Commercialisation Research

Commercialising a new product or entering a new market clearly has risks attached, but if well planned can be highly rewarding.

Our commercialisation research services will provide clear insight as to how to best to approach marketing and sales for your offering. Our findings will identify unmet market opportunities and help you position your offering in a way that sets you apart from competitors.

We will present the optimal market entry strategy based upon our findings and the preferred business model to maximise commercial returns. Also delivered is an implementation plan that outlines objectives, key actions, associated responsibilities and deadlines for actual exploitation of the venture.

Should you require assistance in the exploitation process, we have a range of internal resources and external associates with expertise in the relevant sector that can assist.

Our commercialisation research will:

- Identify the strengths and weaknesses of your offering, and use them to develop a strong market position
- Define the key messages to communicate buying benefits
- Analyse possible barriers to entry and how to overcome them
- Identify potential licensing or distribution partners
- Identify optimal routes to enter new markets or territories

Case Study



Science & Technology
Facilities Council

The Brief

With the Daresbury Synchrotron Radiation Source (SRS) planned for phased reduction and closure by the end of 2008, an opportunity emerged for the SR Computing Group to spin-out a new company that exploited the high levels of technical and computational capabilities residing within the team.

The Deliverable

Inventya carried out a full commercialisation strategy for the SR Computing Group.

The Impact

A new company, D-Soft has been created with Inventya work as is the basis for the company strategy and its business plan.

"Inventya carried out an in in-depth market study for us on a very specialist area of technology. The output was a fantastically detailed report that surpassed our expectations and which has contributed greatly to our business planning"

Paul Vernon

Head of Sales & Marketing
CLIK Knowledge Transfer, Science & Technology Facilities
Council

Reasons to choose Inventya

Inventya has diverse and extensive experience in market research and commercialisation strategies in the technology sector. Our proven track record highlights our:

- Broad industry-specific knowledge and technology backgrounds;
- High quality and thorough business intelligence and commercialisation strategies that exceed client expectations;
- Ability to provide insightful and value added services with start-up, small, as well as large organisations at competitive costs;
- Established network with leading industry experts, both domestic and international, with easy access to gatekeepers, regulators and potential customers, which helps us to provide quick and accurate business intelligence reports to our clients;
- Our talented pool of multi-lingual experts who provide their expertise in projects across the world;

Further clients include: Microsoft UK, Tecnet Capital (Austria), North West Business Angels, Smart Identity PLC, Startups.co.uk,

Call us now to discuss a brief on [+44 \(0\)845 0559844](tel:+44208450559844) or email contact@inventya.com

Do you need answers to any of the following questions?

- Who will buy my product?
- Who are my competitors? How many are there?
- What is the estimated size of the market? Is it growing?
- Which customer segment should I target? Which should I target first?
- What price should I charge?
- How are customers likely to react to my product or service?
- What threats to my success? What other opportunities could there be?
- What are the best routes to market for my offering?
- How can I export my product or service to new countries?
- How much can I sell?