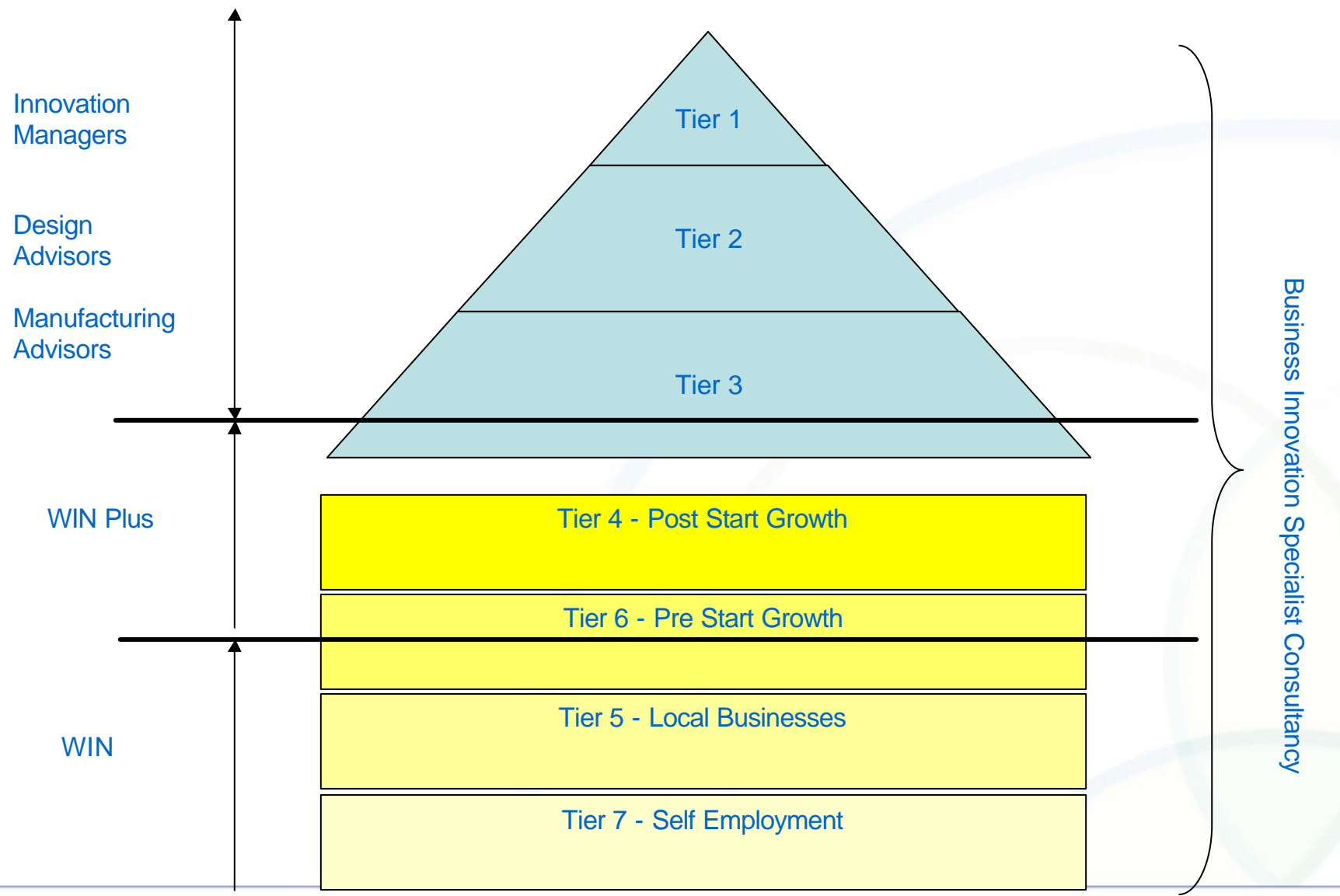


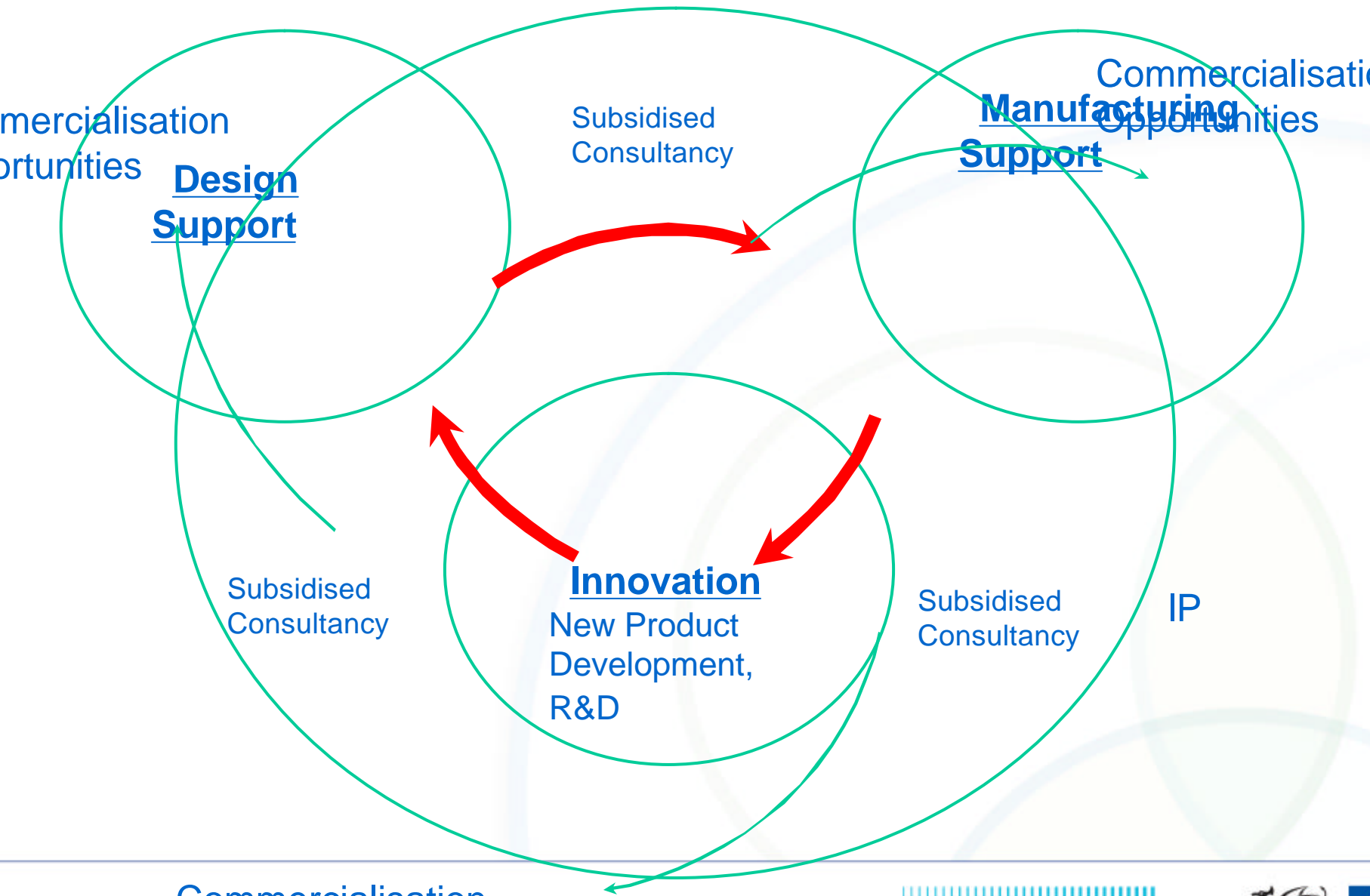
Business Innovation Programme

Jeff Jones
Senior Innovation Manager – South East Wales

Innovation and FS4B



Business Innovation Operating Model



Commercialisation Opportunities

IM will undertake a technology diagnostic that will consider the following:-

the nature extent and potential development of existing IP
issues associated with proposed NPD

technology capacity of the SME in terms of equipment, plant and
experience of the business in conducting R&D or NPD

existing links with academia or other specialist technology bodies

line scope or plans and aspirations of the business relating to

unding for R & D



Encourage businesses to adopt a logical, structured approach to assessing the benefits of engaging in an R&D project which can improve the chances of a successful outcome. Conversely, this approach can identify at an early stage potential nugatory effort consequential cost avoidance

Identify opportunities within a business for NPD / funding under R & D

Guide and assist businesses with their IP related to NPD

Guidance and facilitation of funding for the acquisition and implementation of new technologies processes and equipment

Facilitate collaboration with other businesses or academics



Business Innovation - Design



design advisors will undertake a design based diagnostic with business and will consider the following specialised area:-

existing product ranges

existing markets

branding

design processes

design skills

equipment & software

product improvement

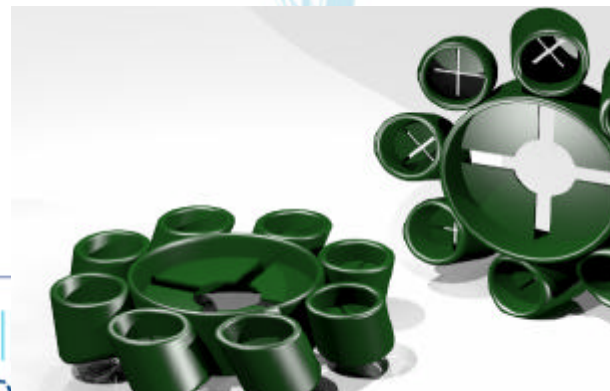
materials

design process

design for packaging

design for manufacture

regulative led design



Business Innovation - Manufacturing

Manufacturing advisors will undertake a manufacturing diagnostic with the business and will consider the following specialised area:-

Productivity and on time delivery improvement

Baseline data to support impact evaluation

Operations management

Equipment effectiveness

Improved space utilisation

Best practice dissemination

Reduced Development costs

Scrap defect reduction

Lead time reduction

Supply chain

Strategy



Business Innovation - Intellectual Property

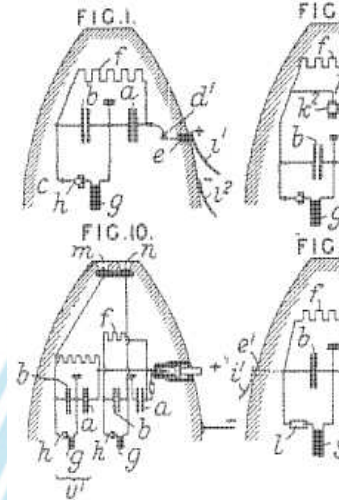
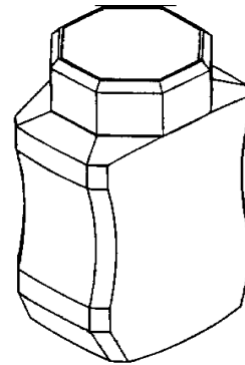
UK Patent Published



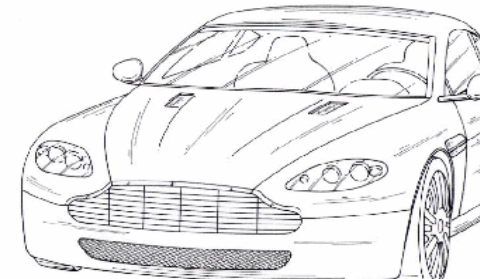
- Patents
 - Protects how something works
- Know How
 - Protects trade secrets

Coca-Cola

- Trademarks
 - Protects brands



- Design Registration
 - Protects how something looks



copyright

- Protects against copying

Business Innovation - Intellectual Property

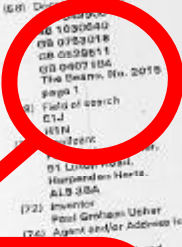
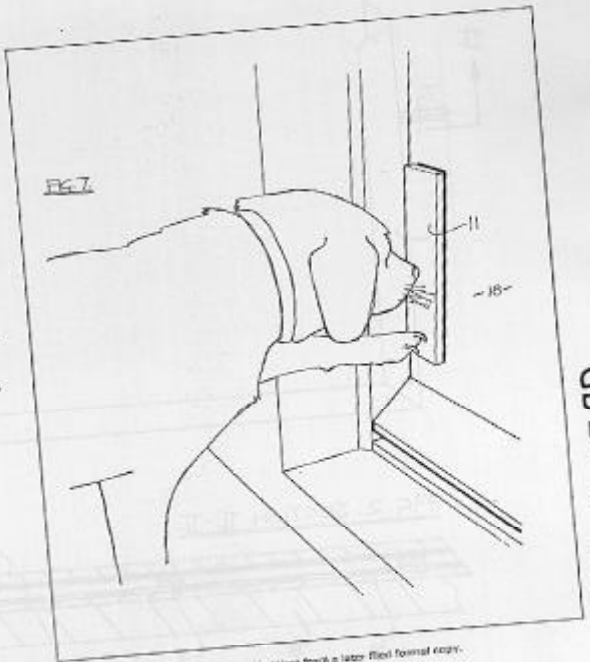
Citations v. novelty: "Prior art"

Paul Graham USHER
Patent No GB 2117179 A
Priority date: 18 March 1982

UK Patent Application (119) GB (111) 2 117 179 A

- (21) Application No 8207823
- (22) Date of filing 18 Mar 1982
- (23) Priority date 0207864
- (24) 8217146
- (25) 18 Mar 1982
- (26) 12 Jun 1982
- (32) United Kingdom (GB)
- (43) Application published 8 Oct 1983
- (51) INT CL: G06S 3/00 (086) 7/26
- (52) Domestic classification: H1N 448 018 01X 037 649 054 200 103 706 740 804 AX HE E1J A U18 1290 1714 2009 2106 C1J H1N
- (56) Documents cited: GB 1030040 GB 0783018 GB 0829611 GB 0407104 The Beano, No. 2015 page 1
- (72) Inventor: Paul Graham Usher
- (73) Agent and/or Address for: P. J. ... and Company, 40-42, Chancery Lane, London WC2A

(54) Entry signal system for pets
(57) An entry signal system for pets comprises a panel 11 hingedly or otherwise movably attached to the lower part of a door 18. Moving the panel 11 by the pet closes a switch to sound a bell or other warning device to operate.



The BEANO
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February 1981

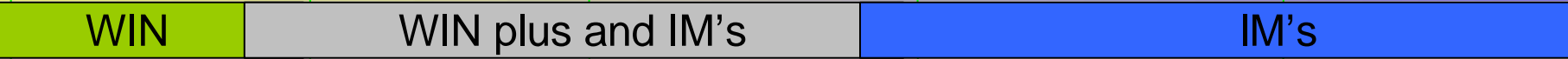
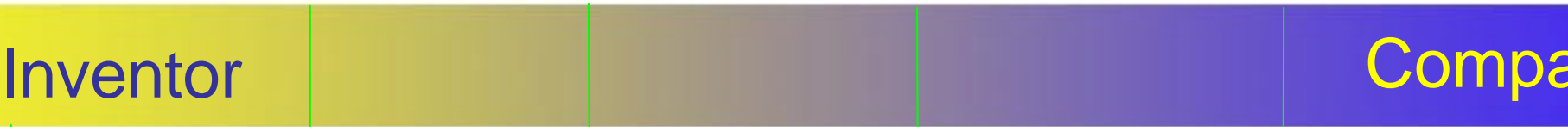


Business Innovation - Commercialisation

Commercialisation activities will include:-

- Network with Investors, VCs, BAS, etc.
- Determine Interests/Specialisms
- Provide Introductions
- Network with Industry
- Determine interests/needs
- Provide introductions
- Arrange showcase/brokerage events
- Obtain input early in R&D and product development projects from Investors/Industry





- SIS
10k
to procure third party consultancy in drawings compliance testing ng advice engineering research

SIF Technical Feasibility
£15k@75%
to technical commercial report

to be used to assess theoretical technological commercial viability of the project & market research

SIF - SIS
£10k
to procure third party consultancy in

manufacturing design IP NPD commercialisation licensing

SIF Ind Research
£100k@60%
to basic working model

salaries overheads materials sub contract consultancy testing market research IP (UK &Eu)

SIF Experimental Development
£200k @ 35%
to advanced prototype

salaries overheads materials sub contract consultancy trials / testing market research Cap Ex Tech Documentation

LA's Gov Eur

New Brands :-

Business Innovation – New product development (BI-NPD)

Business Innovation – Design (BI-D)

Business Innovation – Manufacturing (BI-M)

Business Innovation – IP (BI-IP)

Business Innovation – Commercialisation (BI- C)

4B contact No - **03000 6 03000**

Business Innovation Event
at

Waterton Technology Centre , Bridgend
7th July 2009

Thank You