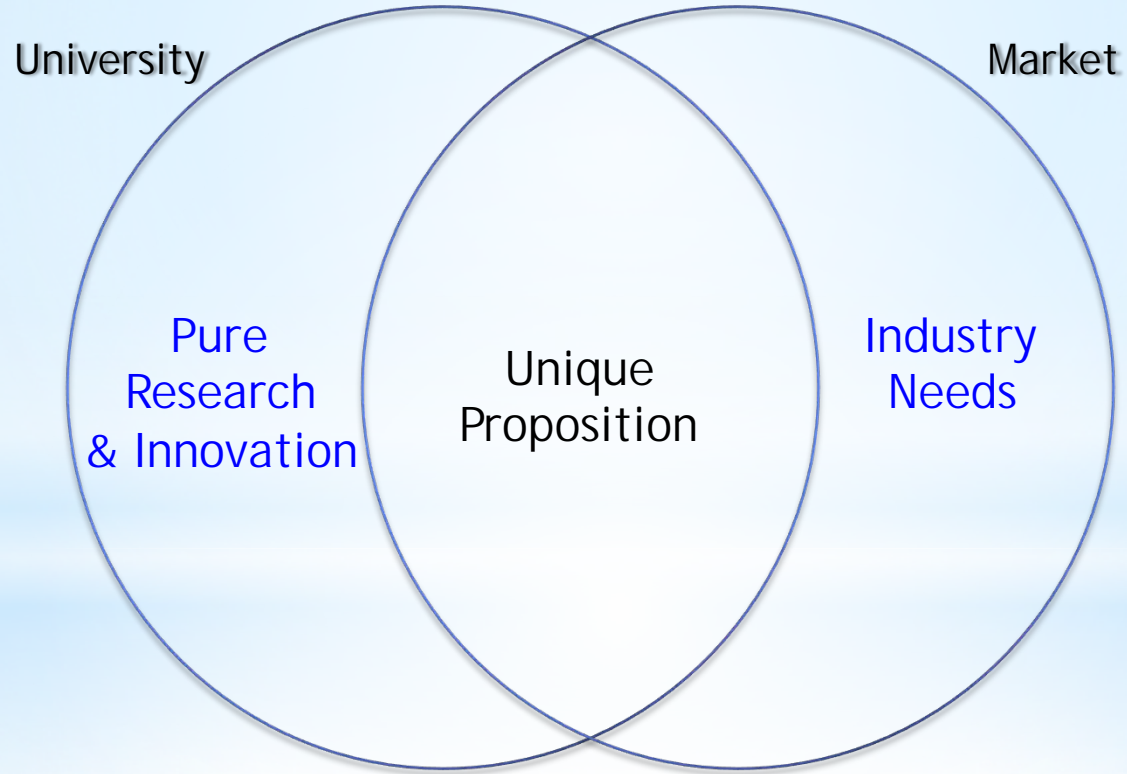


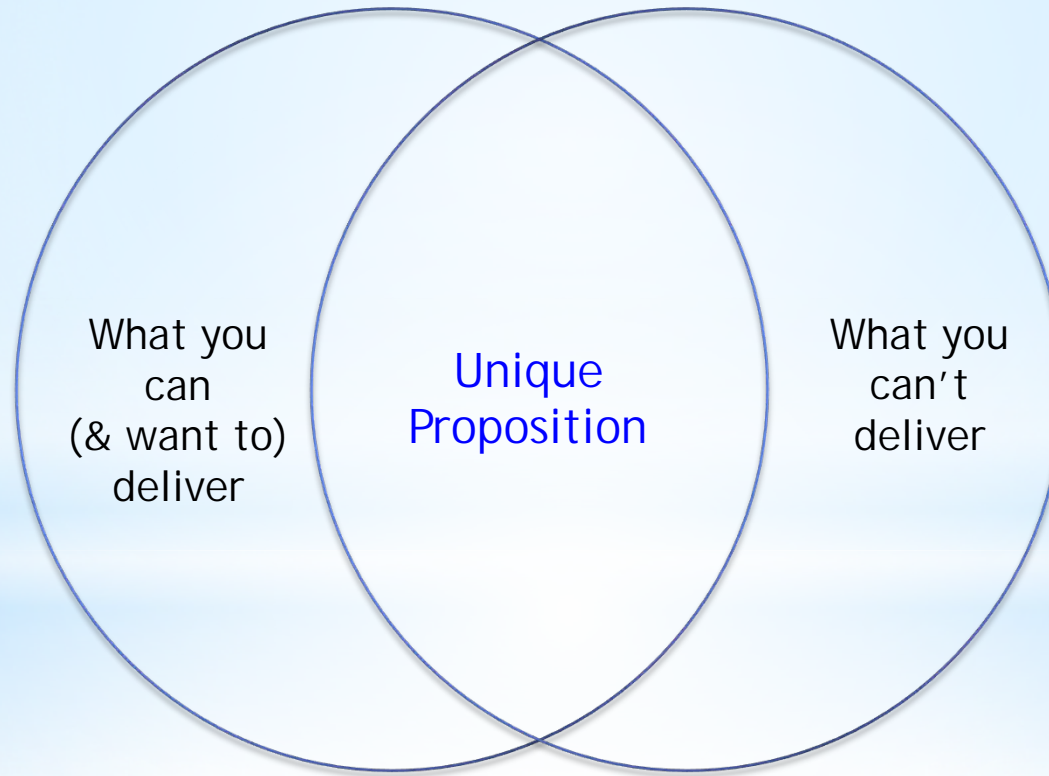
The Art of Avoiding Vanilla!!!!!!



Selling a solution.....



Its all about resources.....



Research Impact

Commercialisation

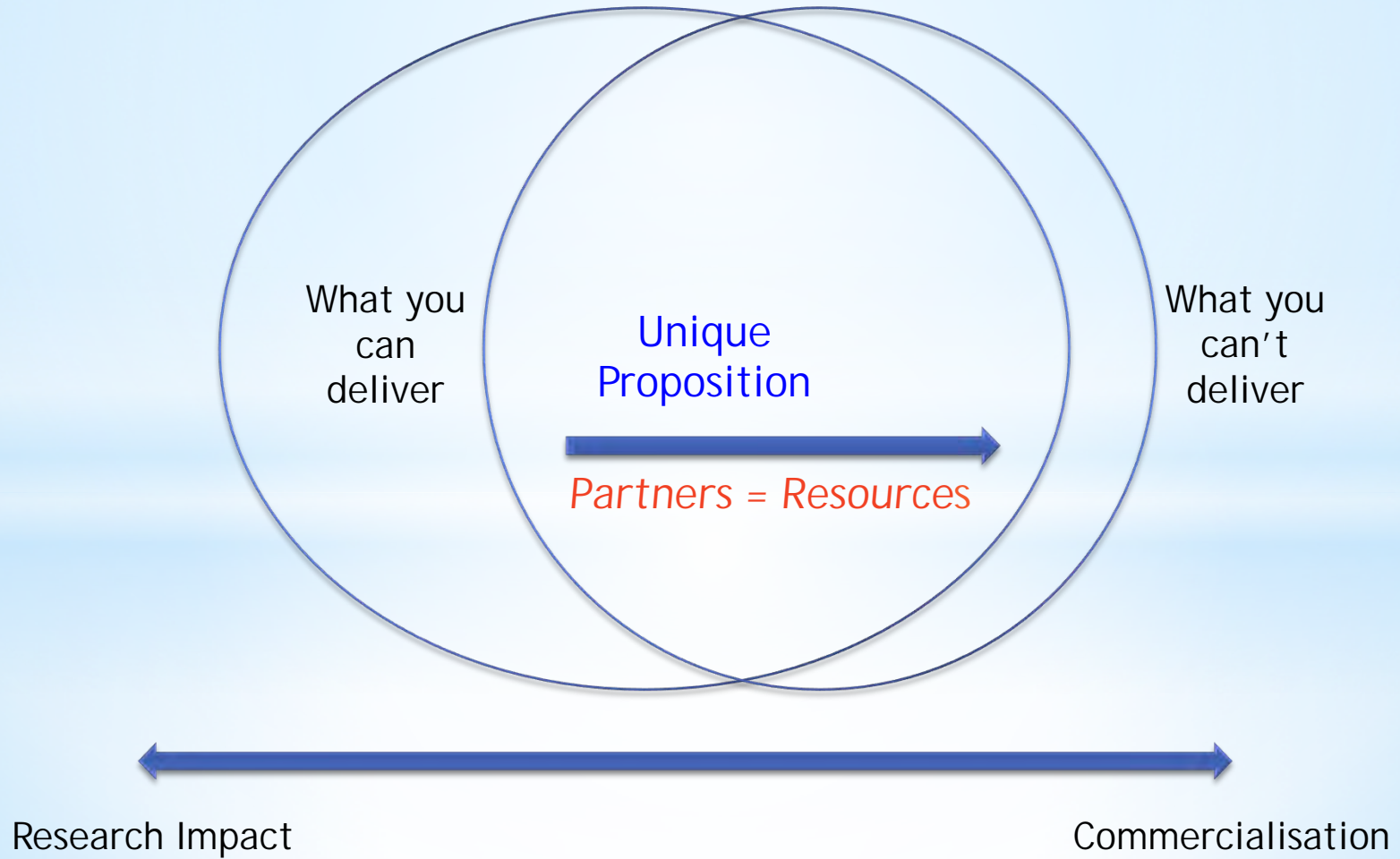
Your Customers Are Already At Your Fingertips.....



Are you asking them the **RIGHT QUESTIONS**?

Are you really **LISTENING** to them?

Its all about resources.....



Q: What makes a Unique Proposition?



Concept
Expertise/Talent
Kit & Infrastructure
Networks
Finance

A: A COMBINATION of some or all of the above
(the Marketing Mix)

The Brief Brief !!!!.....

Q1: What is the *Innovation Opportunity*? (10 mins)

Q2: What would the *Proposition* need to look like to meet the market need? (25 mins)

Concept

Skills

Expertise/Talent

Kit & Infrastructure

Networks

Finance

Q4: What *Resources can* the AWRC provide? (5 mins)

Q4: What *Resources can't* the AWRC provide? How could they source them? (15 mins)

Listen to What Industry is asking for:

“The greatest challenge facing the optical metrology market over the next 5 years will be how to manufacture traditionally crafted, high precision optical surfaces on a commodity scale”

A Vanilla Proposition:

“University X has a 5 World Class Optical Metrology Group”*

Listen to What Industry is asking for:

“The greatest challenge facing the optical metrology market over the next 5 years will be how to manufacture traditionally crafted, high precision optical surfaces on a commodity scale”

A Unique Proposition:

Concept Statement: “University X has developed the world’s first optical manufacturing technology that can measure high precision optical surfaces to sub-nanometer scale accuracy, and increase speed of manufacture by a factor of 10.”

Expertise/Talent: 2 Professors & 4 RAs - Sub-nanometer metrology; high precision polishing of optical surfaces; Metrology processes for in-line production.

Kit & Infrastructure: 5 Polishing Machines, 4 CMMs, Interferometers, Spectrometers

Networks: European Space Agency, NASA, MOD, Samsung, Nikon, Thales.

Finance: £800k EPSRC Funding, £1.2m ESO Funding over 5 years, Bid Writing Services.

THE SUMMARY.... Your Unique Proposition



Listen
Projects
Resources - Able & Want
Partners