

## Boosting new market entry for technology companies

*Providing hands-on technology commercialisation and business growth support to start-ups and SMEs*

You will know from hard experience that entering new markets is tougher than it looks, even with a strong technology proposition.

You may be trying to establish your first market success, but are struggling to translate your exciting technology into *a compelling commercial proposition*.

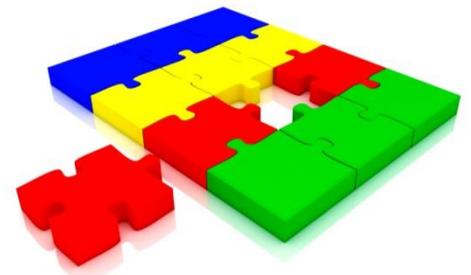
Or you may be trying to enter secondary markets having achieved your initial foothold but are nervous about the *distraction to your core business development team*.

All the time the clock is ticking and investors are becoming frustrated with the rate of progress.

Without having to make a commitment to additional, experienced, full time business development resource, *how can you move forward with confidence?*

You will be examining questions such as:

- *What are the unique and differentiating benefits that my technology can deliver?*
- *Who will value, and be prepared to pay for these benefits?*
- *Which markets represent the best short, medium and long term areas of focus?*
- *Who can I talk to in order to validate my assumptions and theories?*



### **We can help**

Working closely with you and your team to *engage with the target markets* and validate interest and value through *first-hand customer and partner dialogue*

At Quintaxiom we have a track record of helping technology start-ups and SMEs develop and execute their commercialisation strategy, including providing hands-on business development support to *establish traction for their technology in new markets*.



Our involvement will help to bring you:

- *Clear market, customer and competitor insights*
- *A validated commercial proposition*
- *Early engagement with customers and new sales/contracts*
- *Confidence to invest and grow your team*

## How we work

Our work is typically hands-on, working closely with you on a part-time basis as an associate or interim business development director.

We can help you:

- *Understand and challenge the value*
- *Develop the commercial proposition*
- *Consider and prioritise potential markets*
- *Establish industry dialogue*
- *Refine and revise the commercial proposition*
- *Progress to market engagement and contracts*



We are not simply providing arms-length advice and direction

- *We aim to work as part of your team for as long as needed to achieve best chance of success*

We are not aiming for short-term projects

- *We seek long-term relationships where we can properly and effectively help your business grow*

## Some examples of our recent work

Working with the inventors of a sound detection and classification technology to identify priority markets and commercial partners, leading to *securing first commercial contracts and licence revenues*.

Helping develop the commercial proposition for an innovative anti-counterfeit ink technology and *establishing initial dialogue with industry partners* in a number of high value markets.

Identifying the potential applications and markets for a novel aesthetic polymer material, *informing the future commercialisation strategy* for the technology and identifying potential commercial partners.

If your business could benefit from this hands-on commercialisation and business development support then contact us for an exploratory discussion.

We typically offer *an initial no-cost workshop* at your office to help us understand where our combined efforts should be focused and allow us to set a clear plan of action.

## Contact Details

Quintaxiom Limited, 11 The Slade, Witcham, Cambridgeshire CB6 2LA UK

Email: [adrian@quintaxiom.co.uk](mailto:adrian@quintaxiom.co.uk)

Tel: +44 (0)7775 901203



[uk.linkedin.com/in/adrianswinburne/](https://uk.linkedin.com/in/adrianswinburne/)

[www.quintaxiom.co.uk](http://www.quintaxiom.co.uk)