

# Exploiting the Market Opportunities for Micro and Nanotechnologies

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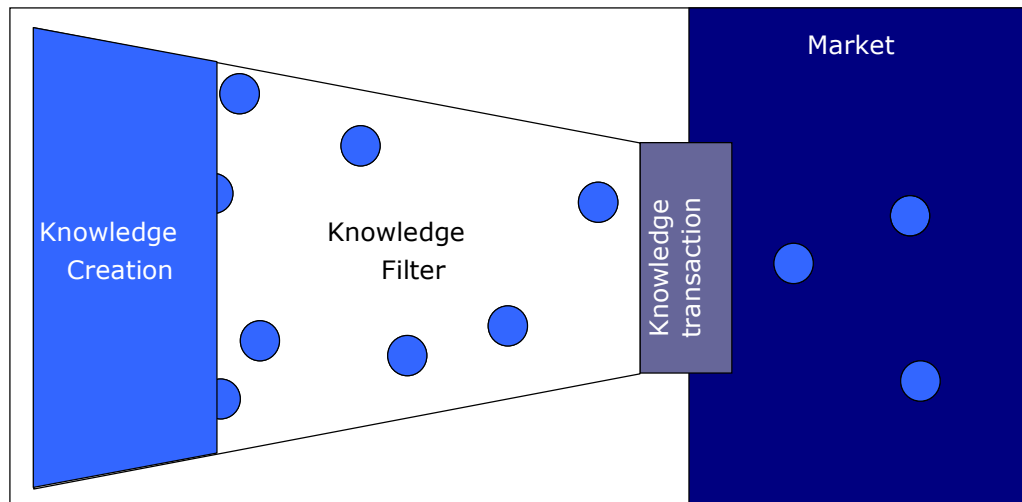
[www.optimat.co.uk](http://www.optimat.co.uk)

## Optimat

- Established over 20 years ago (1989)
- Independent research & strategy consultants
- Sectoral & technology breadth
  - Advanced Engineering, Advanced Materials, Chemicals, Construction, Electronics & Optoelectronics, Energy, Environment, Food & Drink, ICT & Software
  - Knowledge Based Industries
- Specific expertise in micro and nanotechnologies
- Glasgow/Birmingham offices
- UK and European focus

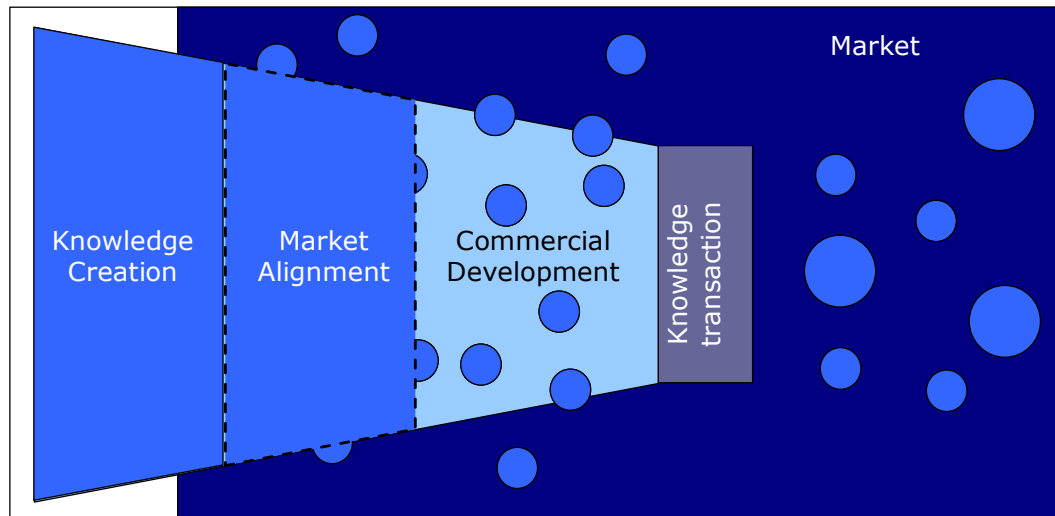
*We enable clients to create wealth through the exploitation of new market and technology developments*

## Typical Commercialisation Funnel



- 
**Knowledge creation** – the developer of the new product or process
- 
**Knowledge filter** – method within the organisation for identifying new developments that can be commercialised
- 
**Knowledge transaction** – the interface with the market, often a business development manager who has a significant role in developing the commercial aspects of the idea
- 
**Market** – only interacts once the research is complete

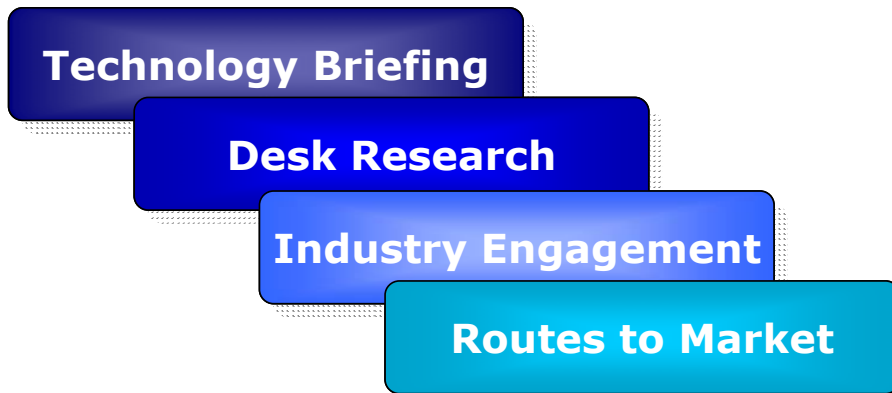
## Market In Mind Commercialisation Funnel



-  **Knowledge creation** – the developer of the new product or process
-  **Knowledge filter** – structured to align new developments with market need and to consider the commercial aspects while the development is underway
-  **Transaction** – business development manager is only responsible for the actual transaction, not the commercial development
-  **Market** – interacts early on, often funding research and using / licensing ideas before the final knowledge transaction

## Working With You to Commercialise Your Technology

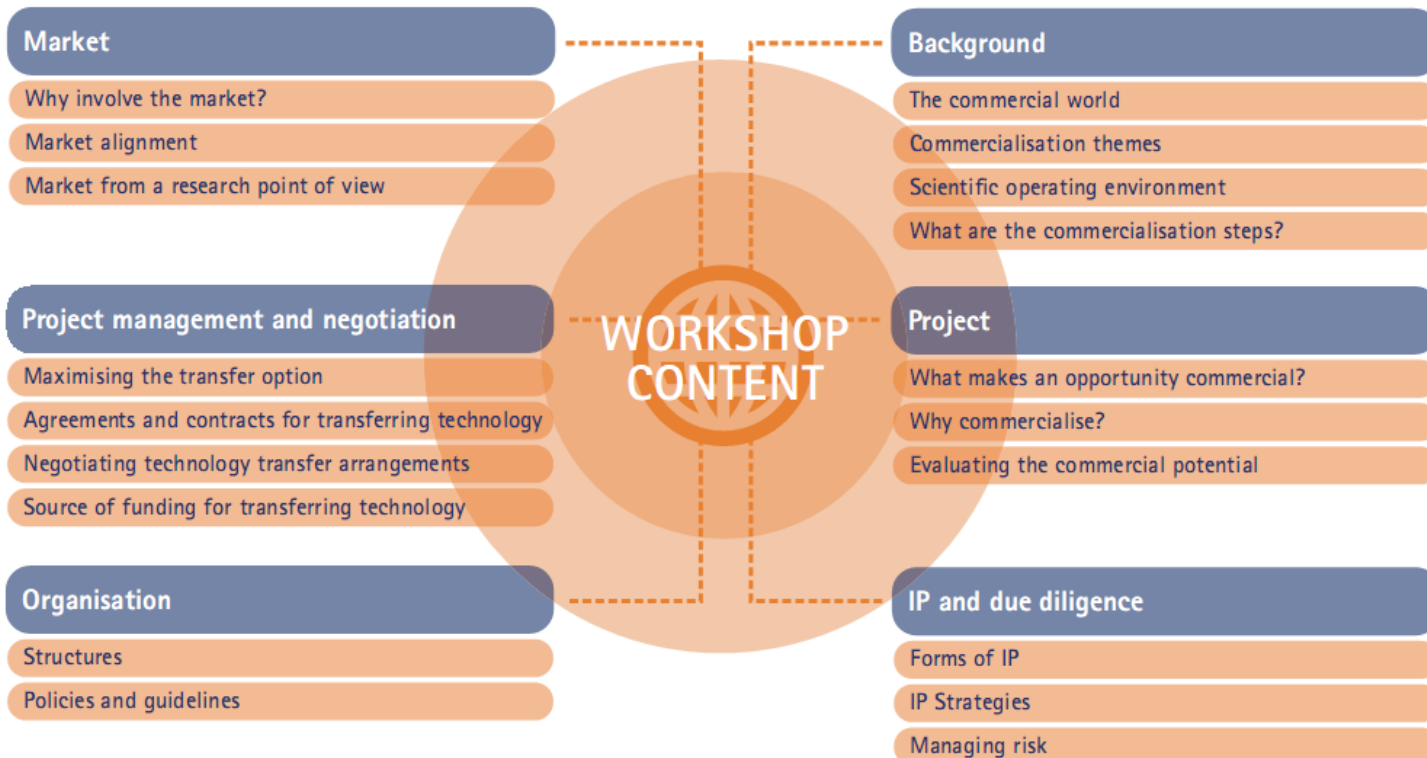
- A logical step by step process



- This approach is adaptable to organisations of all sizes
- Every organisation is different and we provide a tailored and highly bespoke service

## Technology Commercialisation Training Workshop

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INNOVATION



### Participant feedback

*"very useful and interactive"*

*"excellent presentation and content"*

*"Good structure"*

*"Flexible and personable trainers"*

*"keeps interest without losing focus"*

*"(suits a) wide variety of academic disciplines"*