

# Case Study

## XGEN profit from successful industrial engagement to launch of next generation engineering technology

Targeted marketing opens door to new business opportunities, networking and product innovation



**Situation:** New technology ready for market needs industrial engagements

**Challenge:** Achieve market penetration and new business

**Requirement:** Connect with relevant target markets

**Solution:** Contact through introductions, marketing, knowledge-dissemination events and collaborations

**Benefits:** Valuable contacts, generation of new business and development opportunities

XGEN, a consortium of some of the UK's top advanced manufacturing and MNT organizations are working together to exploit emerging micro and nanotechnologies (MNT) and showcase world-class research, development and production facilities.

The consortium, initially included LML, MicroBridge CNH, and grows to include other complementary manufacturing related industries in Wales now need to demonstrate its capabilities to better engage with industry and encourage the adoption of the new and emerging technology.

### **Situation: New technology ready for market launch**

MNT technologies became a key specialism for bd3T, especially where it was contracted by XGEN, an organisation established in April 2007 as a world class platform to bridge the gap between industry and micro nanotechnology (MNT) and capitalise on the wealth of high-quality research, manufacturing capabilities and experience available within Wales.

The XGEN consortium's remit is to demonstrate how MNT technology can be applied to unique customer requirements - in markets as diverse as medicine and healthcare diagnostics, industrial automation, aerospace, energy, textiles and telecommunications - enabling the development of practical, successful and cost-effective solutions for large and small businesses alike.

XGEN contracted bd3T to help them connect with their potential markets, and to promote and commercialize MNT technology.

*"The services offered by bd3T has most benefitted XGEN and MicroBridge by organising of knowledge dissemination and industrial engagement activities which are essential for promoting Micro Nanotechnology. The networking opportunities that this has presented have been great and also for the recruitment of new industrial members and associates to XGEN."*

**Dr Robert Hoyle, MicroBridge Services Limited**

# Case Study

## Challenge: Get market to adopt and commercialise technology

XGEN want to be at the forefront of this engineering revolution by encouraging engineering companies to exploit the new technology, and develop new commercial applications and products. *"Our ultimate objective is to sell micro and nano machining and engineering services to UK industry, thus allowing UK industry to exploit the potential of MNT technologies."*

**Dr. Robert Hoyle, MSL**

*"The service that Patrick of bd3T provides - and the types of event he organizes - are ideal in getting the MNT message over to the industry"*

**Dr. Robert Hoyle, MSL.**

## Requirement: Connect with relevant engineering companies

XGEN want to be seen as leaders in the UK in commercialization of MNT and gain international reputation for technical innovation and expertise by marketing MNT activities and connecting with the market - in particular engineering and manufacturing industry. They want people to understand the technology - see how they can use it - the commercial applications - how new products can be developed and establish profitable contacts in industries requiring precision.

*"I choose Patrick Eaton because he has an existing engagement with 100s of companies, is trusted, understands the technology and product development, presentation skills are very good."*

**Dti MNT authority.**

## Solution: Engaging industry with MNT emerging technologies

bd3T helped XGEN in selling the potential benefits of MNT, get companies in industry to take advantage of MNT engineering services available and promoted the specialisms available from consortium members Laser Micromachining Limited (LML), MicroBridge Services Limited (MSL) and Centre for NanoHealth (CNH) by way of exhibitions, strong web presence, adverts and editorials and presentations at trade conferences and seminars and helped to connect people in collaborations and with potential customers. Patrick's unique knowledge of the market's opportunities helped XGEN to connect on a number of levels - understanding what the market is, how to connect, what to do to communicate with them effectively using events/web and bringing together relevant companies to work together.

*"Success has arisen in commercialisation of research, out of universities and institutions assisting businesses to develop new products and processes, and protect their intellectual property. We act as a catalyst between idea generation, adoption and use of applied research"*

**Patrick Eaton, CEO, bd3T**

## Benefits: Generating new business and broader contacts

- > **Find new business partners to connect with**
- > **Creation of new innovative products**
- > **Opening new markets**
- > **Increasing profitability**
- > **Helps companies to forge partnerships**
- > **Improving the value chain**

*"We chose bd3T as they have contacts in established precision industries and we believed that they will help us to get our message out to those industries in the hope that we may find new business partners to work with."*

**Laser Micromachining Limited (LML)**

## About Bd3T

bd3T has unique capabilities to commercialize research. Bringing new technologies and collaborative strength together for manufacturers to advance and exploit new technologies to win bd3T works to improve business performance through technology adoption, primarily in the creation of new or developed products, processes and related services with industry and the knowledge base.

**[www.xgen.org.uk](http://www.xgen.org.uk)  
[www.lasermicromachining.com](http://www.lasermicromachining.com)**

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