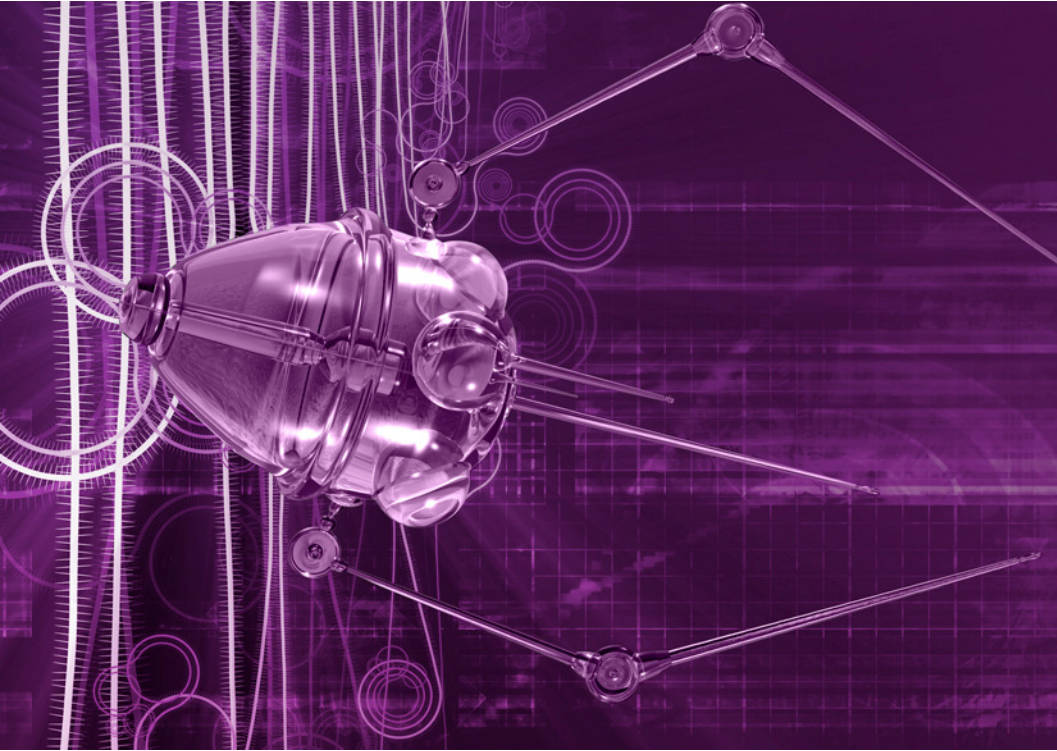


# Case Study

## R&D firm wins over food sector with technology originally developed for orthopaedics

bd3T's specialist sales, technical expertise and industry knowledge helps eminate connect with new market sectors and win new business



**Situation:** New industrial applications needed for emerging R&D technologies

**Challenge:** Engage prospects and demonstrate proof of benefits

**Requirement:** Identify market opportunities and win orders

**Solution:** Find applications and gain industry commitment to trials

**Benefits:** Winning new business in new markets

eminate Limited offer state of the art solutions to the food and pharmaceutical industries, applying in-house process technology to differentiate or develop customer products.

Having developed a specialist treatment process for a medical application, eminate now wished to commercialise the technology and achieve success in other markets.

### **Situation: R&D firm search for alternative applications and new markets**

R&D firm, eminate, were looking to extend the market reach of a new technology they had been developing for the orthopaedic sector. Alternative applications were needed for a treatment technology that had high performance properties, of potential value to a diversity of market sectors.

eminate wanted to demonstrate how this new technology could be applied to satisfy a broader range of customer requirements. The markets they wished to target included medicine and healthcare diagnostics, mass production food processes, military and textile products – with the aim of developing practical, effective and cost-effective solutions for large and small businesses alike.

eminate contracted bd3T to help them connect with their potential markets - to promote and commercialise durable surface treatments.

*"It's critical for R&D companies to commercialise their work and to find additional profitable industrial and commercial applications. eminate's business model bridges this gap between research and industry – finding avenues to exploit new and emerging technology."*

*"Working as part of the eminate team, bd3T has provided an important component in our product development - leading to the first sale of a novel technology-based product to the food sector. This was within twelve months of first considering the potential of the original research activity, which was designed for orthopaedics."*

**Roger Carline CEO, eminate Ltd**

# Case Study

## Challenge: Engage market and demonstrate technology benefits

Introducing new technology to new markets is always a challenge, as companies may be reluctant to expend resources on unproven applications and technologies. Therefore, it is important to pinpoint the applications where the technology would add the most value, and recognise the triggers that motivate that market sector to challenge existing practices and adopt the new technology.

In addition, persuading potential customers that the new R&D product will exceed measures and metrics and fulfil the aspirations of end users and direct contacts – achieving a win-win for stakeholders and users alike.

## Requirement: Identify market opportunities and commercialise technology

eminate were keen to find applications for a technology that was originally developed for the medical orthopaedic market – so that they could generate business contacts and start winning orders.

eminate's aim was to breakthrough into markets that disrupt conventional technology to prove the value of their offering, and build investor and stakeholder confidence. Thereafter to support continued growth and further new product introductions.

eminate needed:

- > **industrial contacts and market knowledge**
- > **to identify market-pull, and**
- > **win orders**

## Solution: Connecting applications with markets

bd3T have specialist understanding of industrial markets as well as the potential applications of new R&D technologies. Working closely with eminate, bd3T identified potential applications for the new technology and approached a number of different sectors, including food processing and manufacturers of defence products, to establish which industry would derive the greatest benefit.

As a result, the food industry agreed to a trial to determine whether the technology would enhance the durability of cutting blades used in food processing. bd3T project managed the entire process from industry engagement and contractual agreements to establishing industry trials that met client needs, including timescale, compliance, safety and regulatory requirements. This required a flexible and responsive approach - working with the client on site and having a detailed understanding of their operational environments.

The trials, which ran for months, conclusively demonstrated that the technology added significant life to the existing cutting blades – making them last many times longer. This provided process efficiency and labour savings, and reduced the environmental impact, resulting in a number of new business orders for eminate.

*“bd3T has in-depth unique knowledge of market opportunities and thus helped eminate to connect on a number of levels – relying upon understanding of what the market is, how to connect, what to do to communicate with prospects effectively using trials, events and liaison, and bringing together relevant companies to work together.”*

**Patrick Eaton, CEO, bd3T**

## Benefits: Opened new doors and won new business

The trials provided the proof the food processing industry needed to justify investing in a new technology across a range of food processing applications – providing significant cost savings, and at the same time meeting international regulatory standards.

As a result of the project, eminate were able to make inroads into new markets: establish alternative applications for their technology, make new industry contacts, and start winning orders.

- > **Gain market knowledge**
- > **Establish new technology applications**
- > **Build valuable business contacts**
- > **Find new business opportunities**
- > **Win more orders**

*“bd3T has provided an essential link between our development engineers and the potential customers and market needs that we are now engaging.”*

**Roger Carline CEO, eminate Ltd**

*“Patrick’s engineering skills combined with his ability and enthusiasm to engage with industrial partners at all levels, from shop floor to senior management have no doubt accelerated the progression of our technology to market”*

**Nick Botterill, Coatings Manager, eminate Ltd**

*“bd3Ts expertise in understanding the market potential for our technical engineering services and their ability to engage appropriate individuals in organisations for whom that need will have greatest impact has been invaluable.”*

**Roger Carline CEO, eminate Ltd**

## About Bd3T

bd3T are experts in business development for commercialisation of emerging technologies, such as micro-nano surface treatments. The specialist service includes engagement with industrial contacts to achieve development proving trials, monitoring of developments and support, right through to first orders - working with multinationals and their supply chains. In addition, bd3T offers development of product quality approvals, standards compliance and quality management systems.

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

A Business Community project providing practical training and insights for local university students



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