

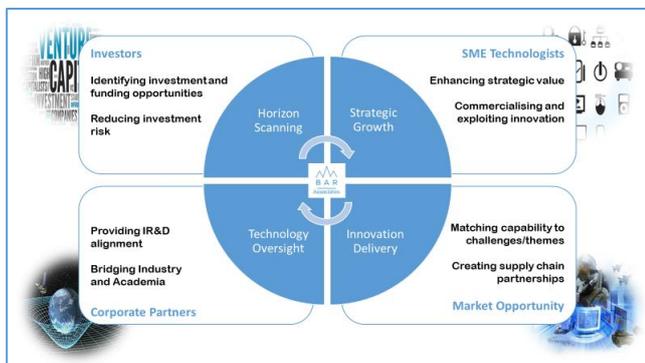


A UK Innovation Challenge

A key UK challenge is to drive top-line growth for technology focussed SME innovators operating across the UK Defence and Security industry sectors. In particular this challenge is to be more effective across the ecosystem in engaging innovative SME's with key customers, research organisations, integration partners and investors to harness the benefits of 'better business'. These market sectors are now seeking an openly innovative approach linked to creating 'adjacency' value by bringing together capabilities from many sectors to address defence and security related challenges. This seeks to optimise the power of cross-sector market exploitation and the creation of real strategic value.

Why is success important?

The supporting ecosystem seeks to achieve this through providing an integrated approach to secure close alignment of innovation providers and seekers with opportunities to place them sustainably and profitably into this highly valuable market sector.



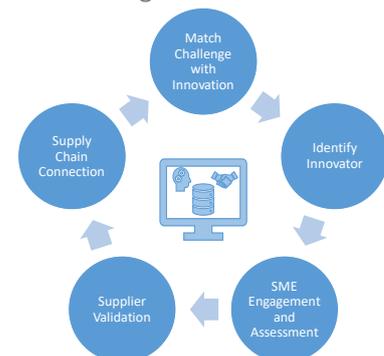
According to Defence Growth Partnership this market sector is valued in total at £24bn. In 2016 the UK was the second largest global defence exporter at £5.9bn (DIT-DSO) and was the fifth largest security exporter at £4.3bn (Frost and Sullivan). Based on the projected enhancements to UK productivity through GVA that were foreseen by the BIS Growth Accelerator Programme, the market opportunity for sector growth is calculated to be £144m, accompanied by a significant and corresponding increase in FTE and inward investment.

What does F3P do for you?

Part of the BAR A3M integrated approach to enhancing strategic value, the F3P is an assessment tool designed specifically to match SME innovators with innovation seekers.

This approach is designed to nurture an SME into being able to not only identify new market opportunities but be able to deliver and execute against them through a solid business plan that encompasses all of the key components necessary to grow in 'strategic' value. By bringing the A3M and F3P elements together the capability is able to:

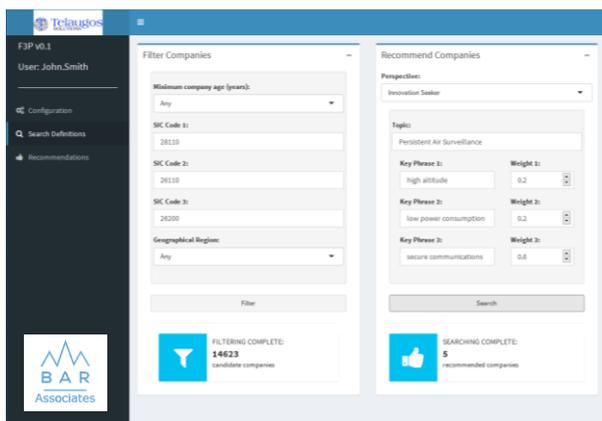
- ✓ Develop strong and robust market offers aligned to specific and valuable requirements for innovation
- ✓ Increase the assurance and resilience of a productive supply chain for domestic and export markets
- ✓ Provide confidence to SME's and their customers in being able to deliver strategically valuable business growth



How does F3P work?

The F3P enables a market intelligence led assessment of innovators in response to a client seeking an innovative capability to address an emerging need, a new challenge or for a promising technology to support investment funding with. On an ongoing basis the system compiles publicly available information on active technology companies and research-based innovators as it builds a knowledge base against which challenges can be matched.

When a new challenge is identified and processed a natural language processing engine examines and classifies all available data to determine a list of innovators which may be relevant. Through a manual verification process a filter is made and the initial search reduces to a shortlist of appropriate matches. The conclusions of the associated BAR assessment are fed back to the analysis tool, allowing it to refine recommendations made in the future.



How is F3P delivered?

The F3P service is delivered to the client by analysts who use the matching tool capability along with the right mix of consultative skills, domain knowledge and business experience to identify the right sort of innovation being sought.

For clients with more complex or more confidential needs who wish to make their own assessment of potential solution companies, F3P has the potential to be provided as a managed service dedicated for their requirements; in this scenario the client will be able to conduct enhanced analysis based on not the just publicly available information, but also considering private data the client may choose to integrate into the platform.

What value is added by F3P?

The F3P approach enables an efficient process to bring together the SME ambition and appetite for value creation with an environment to expose the challenges and the innovation opportunities that can help meet their growth targets.

It combines the opportunity to align joint innovation strategies with particular supply chain demands which leads to a more sustainable and longer-term capability to drive growth.

It opens lower risk opportunity to secure new investor relationships founded on getting potential 'high growth' innovators to have clear business goals, supported by investment strategies and objectives-based plans to provide supply chain assurance and confidence in their ability to deliver.

What does F3P cost?

F3P is a cloud-enabled platform with pricing based on a monthly fee. This can be tailored to suit particular business requirements and can be charged flexibly to suit individual clients linked to business size or bespoke use cases. It can be supported by a simple fees model for consultancy support or project-based engagement to extend the scope of the service as required.

Why Bar?

A specialist with real experience offering business growth expertise to companies with high value technologies who wish to expand within the UK defence and security sectors.

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