



Market Assessment of the 'Flood Bag'

Background

Ellis Day Ltd is an innovation focused business with a portfolio of patent protected concepts and technologies. Managing Director, David Sykes, has been fascinated by inventors and innovators from an early age and is passionate about the commercial opportunities that can result from 'free thinking'. Such an approach has led him to develop a range of 'disruptive technologies' including the 'Flood Bag'.

Challenge

"The Flood Bag concept came to me when I was listening to the news of the widespread flooding in the Somerset Levels" remarks David. "Having considered the idea and protected the concept via patent claims, I needed to understand the scale of the potential market for such a product. I was introduced to Nigel Reed Smith of the E-iNet programme" continues David. "Via the E-iNet, Nigel arranged for the University of Portsmouth to compile a Market Assessment of the Flood Bag, specifically aimed at the Automotive sector".

Solution

"I joined David at a meeting with the University to 'scope out' the parameters of the University's support" comments Nigel Reed Smith, E-iNet Broker. "The resulting Report confirmed David's belief in the existence of a market for his product but also provided some very useful industry data to define the size and scale of the market" Nigel continues.

Outcomes

"Being able to evidence the University's involvement by way of the Report 'opened doors' for the company and enabled it to meet with parties interested in developing the product" remarks Nigel.

"The company is currently identifying a potential manufacturing partner for a collaboration to produce a scaled-up prototype. The E-iNet and the University's involvement enabled this type of connectivity to be made possible" Nigel concludes.