



## **Business Review, introduction of Key Performance Indicators and follow up**

Based at Porton Down, Wiltshire and adjacent to Public Health England and the Defence Science Technology Laboratory, Q3 Analytical Ltd ('Q3AL') was founded specifically to provide non-regulated bioanalytical support for small pharmaceutical companies carrying out drug discovery and research.

The business is led by Neil Burton who has extensive analytical experience gained from posts in pharmaceutical R&D, biotech, academia, manufacturing and Clinical Research Organisations, particularly in the field of bioanalysis supporting Drug Metabolism & Pharmacokinetics ('DMPK').

In addition to in-vitro 'ADME' (Absorption, Distribution, Metabolism & Excretion) and pharmacokinetic assay support, Q3AL routinely analyses samples generated by their clients' in-house biological assays.

Neil said that, "As a company who gets great satisfaction in helping other people with what we do by working as their 'laboratory down the corridor' and getting rapid results to our clients, we needed help to zero in on the business side of things".

"Nigel was introduced to us in 2011 via a Biomedical programme supporting businesses in the South West. Nigel analysed and reviewed our business and then helped me focus on some key performance areas via structured meetings and the use of tried and trusted business tools and techniques".

"In addition, Nigel sourced some additional funding via the GrowthAccelerator programme which was operating at the time. This introduction led to us receiving funded support from our independent marketing consultant who reviewed our marketing strategy and its associated collateral". "We have benefitted from Nigel's enthusiastic and genuine interest in our business and also his knowledge and skill in finding other services to support our growth".

Nigel remarked "It has been a great pleasure getting to know Neil and Q3AL. Although the technical aspects of the science are most definitely not my background, finding ways of helping a fellow SME grow and prosper is precisely what our company does, so I am delighted that we were able to help Q3AL in this way."