

# CASE STUDY

LIGHT UP™

WWW.BALLOONWEIGHTCOMPANY.COM



## Opportunity Note & Rapid Prototyping support resulting in interested parties

**Background:** Our client, Light Up™ had patented an innovative, customisable and multi-format illuminated ballast weight for use with helium filled balloons. Such helium balloons have become very popular in recent years and can be seen at a variety of events and in a range of settings / venues.

### Product images:



**Actions:** “Jeevan Mahey, inventor and director of Light Up™, was introduced to us by his Patent Agent, ipconsult, so that we could help Jeevan take his product from concept to reality” Nigel comments. “I suggested that we should utilise the ‘Planning Companion’ toolkit as a way of structuring that journey.” Nigel continues, “This toolkit provided a way of breaking down the project and focusing on priority areas. For instance, it became apparent at an early stage that, in addition to an ‘Opportunity Note’ highlighting the product, it would also be very useful to offer 3D printed samples to potentially interested parties.”

Referring to the extensive network developed by Wessex Business Focus over the years, Nigel observes, “I was able to tap into some of these connections to assist Light Up™. The 3D printed samples were produced via one such link with Barclays Eagle Lab.”

Nigel adds “With Jeevan’s help and input, we then researched potentially interested parties in the market, agreed which ones were likely to be key to the project and then approached them. I was delighted to be able to link Light Up™ to several important and useful connections to help progress the product.” *(At the time of publication, such discussions are ongoing and commercial confidentiality/sensitivity prevents further comment.)*

Jeevan remarks, “It has been a pleasure working with Wessex Business Focus. Drawing on their experience, know how, skills and network has resulted in my invention leaving the drawing board and becoming a real product far sooner than I could have imagined. I am grateful to Nigel for his professionalism and support” Jeevan concludes.