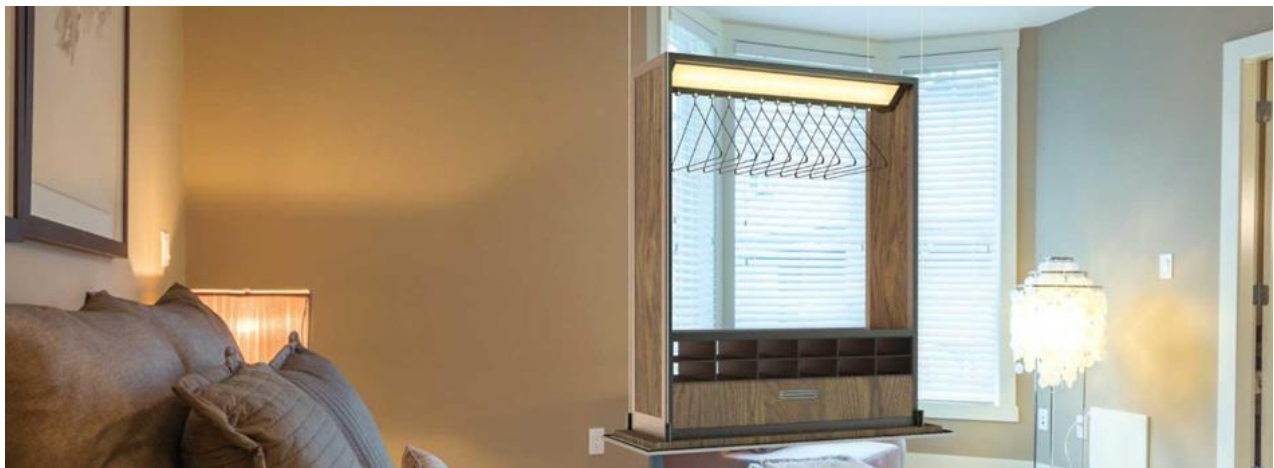




Business Planning and connectivity to additional Business Support networks

Background: Our client, LoftRobe® had patented a novel and innovative storage solution with the potential for use in a wide range of scenarios and locations. The product is motorized and can be lowered and raised via a remote control allowing the user to make the most of their home space.

Product image:



Actions: “James Eames, inventor and director of LoftRobe®, was introduced to us by his Patent Agent, ipconsult, so that we could help James compile a ‘Business Plan’ summarising his product’s development to date, identifying the immediate key goals & strategies for the business and, finally, to leave the directors with a document that could be revisited and adapted in a dynamic fashion as LoftRobe® developed” Nigel comments. “I suggested that we should utilise the ‘Planning Companion’ toolkit to summarise the journey to date and provide a structured plan for the way ahead.”

Nigel continues, “The Planning Companion toolkit enabled Wessex Business Focus to provide targeted and effective support in a timely and cost-effective manner”. Nigel adds, “Crucially, the outcome is a plan that is flexible and ready for further development in order to meet the future needs and activities of the business”.

James remarks, “It has been a pleasure working with Wessex Business Focus. The iterative format of Planning Companion enabled us to consider Nigel’s suggestions, reflect on them at our own pace and respond accordingly. The result was a bespoke Business Plan that we can now use for the next stage of our company’s development. We greatly appreciated the timely help and guidance provided by Nigel and were delighted with the outcome” James concludes.