

CALENDAR OF EVENTS FOR WIN 2004

Jan 04	Thursday 8th	Coleg Morgannwg
	Thursday 15th	University of Wales, Swansea
	Tuesday 20th	Coleg Powys, Newtown
	Monday 26th	Conwy Business Centre, Llandudno Junction
Feb 04	Thursday 19th	Quarterly Meeting Margam Orangery, Port Talbot (By Return of Invite only)
	Friday 20th	Review Panel (South Wales)
	Friday 27th	Review Panel (North Wales)
Mar 04	Thursday 4th	Coleg Morgannwg
	Thursday 11th	University of Wales, Swansea
	Tuesday 16th	Coleg Powys, Newtown
	Tuesday 23rd	Conwy Business Centre, Llandudno Junction
Apr 04	Thursday 8th	Coleg Morgannwg
	Thursday 15th	University of Wales, Swansea
	Tuesday 20th	Coleg Powys, Newtown
	Tuesday 27th	Conwy Business Centre, Llandudno Junction
May 04	Thursday 19th	Quarterly Meeting North Wales (Date and Venue to be confirmed)
	Friday 21st	Review Panel (South)
	Friday 28th	Review Panel (North)
June 04	Thursday 3rd	Coleg Morgannwg
	Thursday 10th	University of Wales, Swansea
	Tuesday 15th	Coleg Powys, Newtown
	Tuesday 22nd	Conwy Business Centre, Llandudno Junction

Reminders - Llandrillo College

John Parkes, Innovation & Technology Counsellor for North and Mid Wales has offered to organise a tour of the rapid prototyping facilities at Llandrillo College in February for WIN Members. This is because there are no regional club meetings in February. If you are interested in this opportunity, please call **John** on **01745 586236**.

MEETING DATES FOR 2004

As requested by your committee members (and as we promised in last month's newsletter) we have fixed the dates and venues for club meetings in 2004. All club meetings will follow the same format in the month except every quarter where a bigger meeting will be held alternatively in the North and South.

1st Thursday of the first full Week of the Month - South East Club

2nd Thursday of the Month - South West Club

3rd Tuesday of the Month - Mid Wales Club

4th Tuesday of the Month - North Wales Club

We will follow this format where possible. If we cannot get the date we want, we will stick to the same venue, **but may have to change the date**. Therefore, please check the newsletter just to be sure.

Review Panel

It has been brought to our attention that many WIN Members didn't realise that they could apply to the WIN Review Panel any time of the year.

You do not have to wait until we publish dates of the panel. If we receive lots of interest we will organise as many review panel dates needed to accommodate your requests. To date we only have one member registered for the next scheduled panel on Friday 20th February. So if you think you are ready, ring **Ann Swift** on **02920 368272** for the application form.

WIN would like to wish all its members a very Merry Christmas and Happy New Year



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QUARTERLY WIN MEETING

The next quarterly WIN meeting will be held on Thursday 19th February 2004 at Margam Orangery, Port Talbot.

The speakers for the evening will be:

Edward Prosser, Inventor of Ronseal Paint and Grain and committee member for the SE club. He will talk about his experiences and what he has learnt from successfully licensing an idea. **Strategy, Strategy, Strategy. A strategy for Licensing your idea.**

Ted will talk about how to approach a company with your idea and ascertain interest, reasons for using Confidentiality Agreements, the first meeting, giving a demonstration, strategy for patent protection timing, using and maximising professional advice. How to earn respect and credibility, negotiating skills and business acumen.

David Walker of Pera Integrated Training - **Innovation Exponent A Tool for Assessing an Innovative Idea**

Pera is an international group which provides businesses with the expertise to succeed by developing groundbreaking technological solutions, and implementing world-class business strategies.

The Innovation Exponent - Generating a product concept or even a prototype is one thing,

turning this into a product that can command high volume demand is quite another. There are many issues to take into account, not least of which are the risks of such a strategy, and the ability to win and safeguard investments, while also building a viable operation.

With over 50 years' experience, Pera has developed a market entry and manufacturing strategy - the Innovation Exponent - to help you achieve just this. Through this strategy we will help you to:

- Plan and develop a viable programme, leaving you more strongly placed to negotiate with customers, partners and investors
- Develop supplier and partnering strategies to tackle resource and capability gaps
- Add to your development capability through skills transfer, partnering and training
- Help your team rapidly absorb and apply experience
- Identify suitable partners and suppliers

Alan Mumby, Design Wales will give a presentation on **How to Create a Design Specification for New Product Development**. Taking into consideration Packaging, Weight, Size, Manufacturing facilities, processes, Ergonomics, Safety, the

Environment, Materials, Testing, Quality and reliability, Aesthetics and much more.

Design Wales provides comprehensive advice and support services on all issues related to design. Their services are provided free to all businesses in Wales.

Design Wales is funded by the Welsh Assembly Government with support from the European Regional Development Fund

We should talk!

Having been a member of WIN since its conception I am more guilty than most of not fully utilising WIN's resources. I have just started using the website, and I am astounded by the lack of use by other members also! Surely there must be some interesting topics to discuss?

How about starting off backwards and looking at **MARKETING**? This seems to be the major issue, as we have all got ideas, but how should we be looking to market them, or establish whether there is a market?

Anyway that's a start.

John Maisey, Member of SE Club

CLUB MEETINGS IN JANUARY

Most of you will know that the Wales Innovators Network is being reviewed by the Welsh Assembly Government. Clemdale Associates an external consultant has been commissioned to undertake the review and they will be attending all club meetings in January 2004 to canvass your views and opinions on the club. This is your chance to have a say. Future funding of WIN is dependant on the outcome of this review so we would encourage you to attend your local meeting and input your views and ideas. With your help we hope to secure funding for the future of WIN.

In the second half of the January meetings the South West, Mid and North Clubs will all receive feedback from their Committee Members. The Cardiff club is one meeting ahead as its club meeting in November followed the Steering Group Meeting on 24th November 2003 and they have already received the feedback. Therefore, the committee members from the SE Club have organised for it members to receive a presentation from Gareth Loudon. Gareth runs a company called Lightminds which offers training, mentoring and consultancy services to help companies create new product and service strategies.

How do you translate new ideas into successful new products?

The talk will focus on the importance of taking a holistic view during new product development that considers customer need, product design and development, product testing and marketing. The talk will highlight simple tools and techniques that can be used for taking an idea all the way through to product manufacturing and marketing, and indicate ways in which development costs can be kept to a minimum. The talk will encourage audience participation and will give examples of past product successes and failures to stimulate discussion.



Gareth Loudon - who will be giving a talk on "How do you translate new ideas into successful new products?"

SPEAKER PROFILE GARETH LOUDON B.SC., PH.D., C.ENG., F.I.E.E.

Gareth Loudon has 14 years experience in academic and industrial research and has taken several research ideas all the way through to commercial products for large companies such as Apple

Computer and Ericsson. In June 2002 he moved back to Wales, after living overseas for the last ten years, to setup Light Minds. Previously he was a Programme Manager at Ericsson Research where he was responsible for spearheading a new product innovation process at Ericsson Research together with the mobile phone product unit at Ericsson (now Sony Ericsson). The new process took a holistic view to product innovation whereby core product creation teams of experts were formed from key disciplines including industrial design, interaction design, engineering (software/hardware/mechanical), marketing and anthropology. The formation of multi-disciplinary teams and the critical inclusion of anthropologists in the teams were instrumental in gaining a deep understanding of customer needs and technical solutions and as a result developing new and innovative mobile devices for the next generation networks.

PLEASE NOTE:

It is very difficult to organise 1-1 counselling with either Phil Lewis, John Parkes or Tony Guile at club meetings as they will be involved in the evenings activities and we would like all club Members to also participate in the meetings.

However, if you would like a 1-1 counselling session at a club meeting, please ring to arrange a time in advance.

TECHNIUM CHALLENGE - turning ideas into a high growth company

Technium Challenge is THE business planning competition for young, innovative, technology led companies.

Whether you're a company in the first few months of trading or a successfully running business less than three years old, Technium Challenge is designed to help you to realise your growth potential.

Split into two phase, the Technium Challenge encourages companies with high growth potential to submit an Executive Summary of their business idea.

Those that are successful will be invited onto phase 2, where will not only receive one to one support to help them develop their business plan, but will also compete for the opportunity to win one of four regional prizes, totalling in excess of £15,000.

For further information contact **Penny Jones** or **Kellie Cridland** on **01792 459805** or visit the website www.wda.co.uk/techniumchallenge



Have you ever wanted to start your own business, YES, then now's your chance.



At the Dare Start Centre we are able to provide a secure environment where individuals can develop their business ideas and plans. We provide this via the support of business centre staff and through the use of state of the art technology and up to date resources.

What We Provide;

- Signposting to professional advice on business start-up issues.
- A realistic view of the commitment required in a business start-up situation.

- Access to IT and specialist software, critical to the marketing needed to promote new businesses.
- Access to a professional office environment.
- Access to information on grants and the appropriate business support agency.
- Convenient location.
- Opportunities to share information/ skills/form new partnerships with other start-ups.
- Confidential and secure business environment

If you are thinking of Starting your own Business, For an informal discussion please contact **Andrew Davies** at the Dare Start Centre **01685 887521**

Dare Start Centre, Coleg Morgannwg, Aberdare Campus, Cwmdare Road, Aberdare CF44 8ST Tel: 01685 887521



NEW LOOK NEWSLETTER

Next month the newsletter will take a new format with the front page for news, page 2 split equally for the SE and SW Club and Page three for Mid and North Clubs. These two middle pages are for YOU. They should be used by any members who wish to submit articles of interest, sources of information, questions, advice, notice of activities or events organised in the area or club or for committee members to communicate to the members.

If we do not receive any articles or correspondence we will leave it blank. Come on don't disgrace your club!!! The 15th of each month will be the deadline for articles to appear in that months Newsletter.

As in the last few editions of Y Syniad, the meeting dates and venue information will be on the back page. We will keep this format new format so you know where to look for information about your club.

“ **Men have been taught that it is a virtue to agree with others. But the creator is the man who disagrees. Men have been taught that it is a virtue to swim with the current. But the creator is the man who goes against the current. Men have been taught that it is a virtue to stand together. But the creator is the man who stands alone.** ”

Ayn Rand, philosopher and author

Supplied by
Marcus Plummer,
SE WIN Member