



*Excellent research demands excellent research*

# “Marketing for IP based Companies”

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**Business Breakfast Briefing**

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“My technology is so innovative I don’t need market research to tell me it has market potential”

# Technology Always Wins

*“If a man write a better book, preach a better sermon, or make a better mouse-trap than his neighbour, though he build his house in the woods, the world will make a beaten path to his door”*

*Ralph Waldo Emerson 1803 - 1882*

# What is research?

Finding out what somebody else already knows?

or

Discovering something new that no-one knew before?

Is market research any different?

- Secondary research
  - Finding out what someone else already knows
  - Top down consensus
  - Reading market reports
  - Market assessment
- Primary research
  - Creative market research
  - Bottom up market making
  - Talking to customers
  - Market feasibility

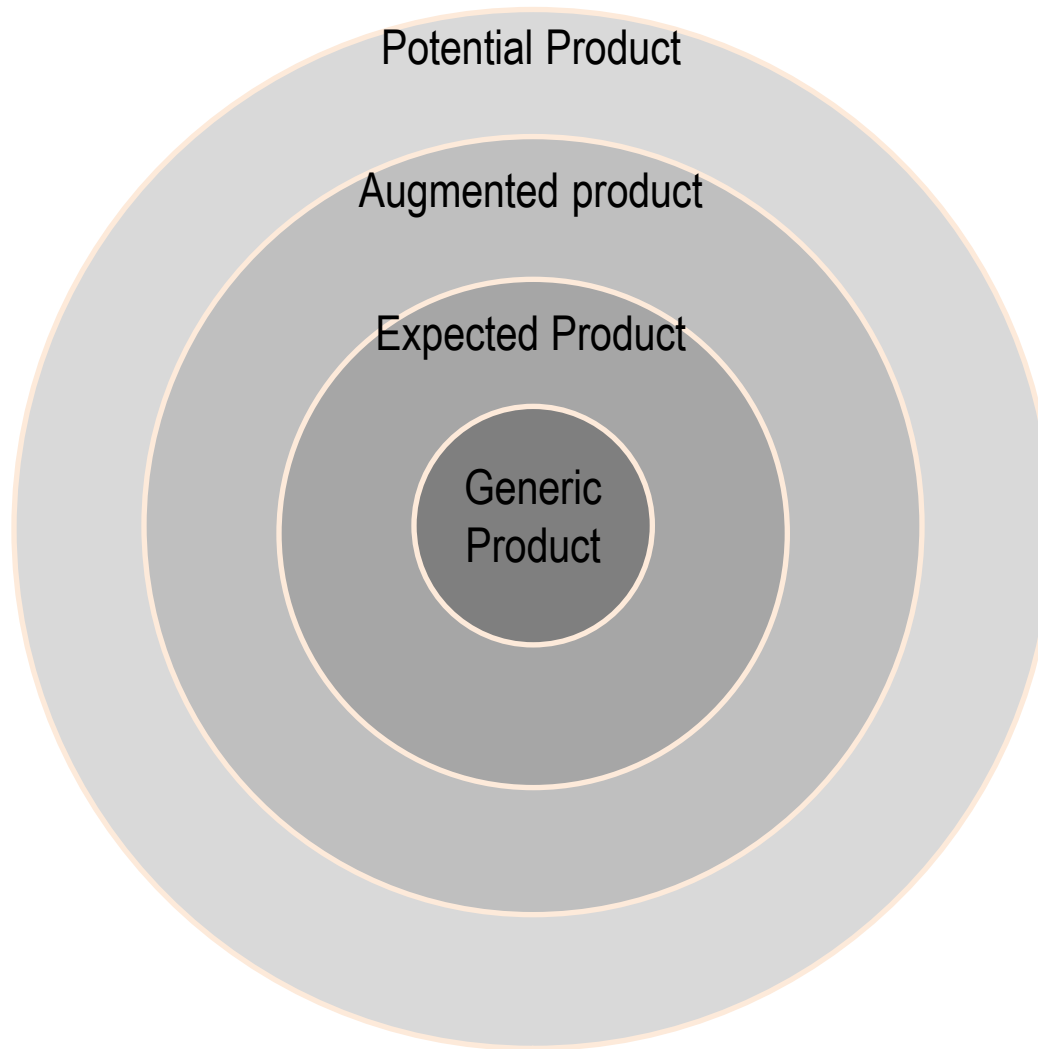
# Marketing IP

## Potential

Loyalty  
Super service  
Training  
Image

## Generic

IP  
Basic product  
or service  
Design



## Augmented

Communication  
Collateral  
Messaging  
Branding

## Expected

Quality  
Regulatory compliance  
Packaging  
Price

# Key Issues Technology Companies

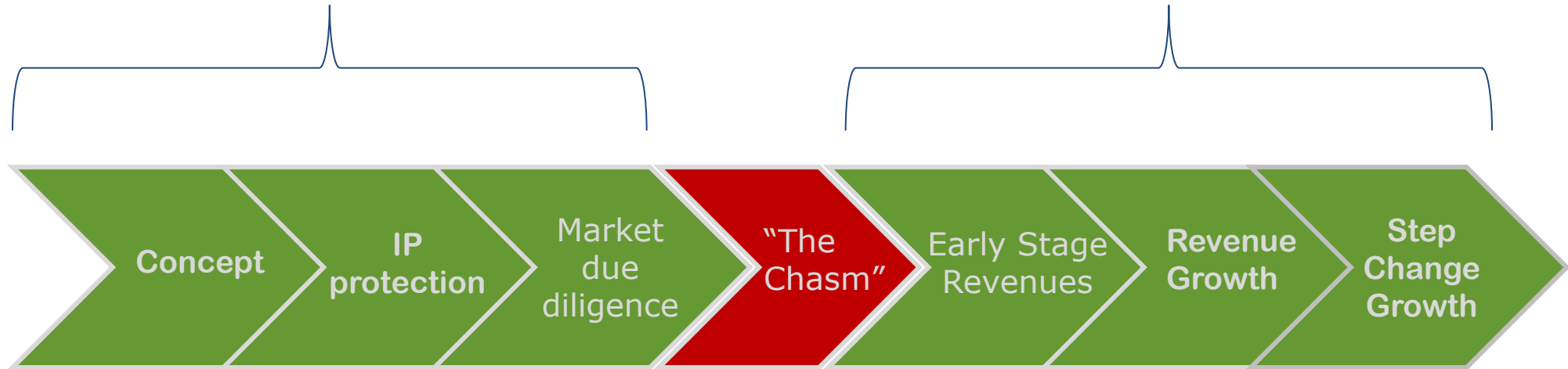
- Knowledge of technology but lack of knowledge of marketing
- Lack of resources
- Insufficient marketing spend
- Lack of customers
- Low or poor revenues
- Not enough personnel with business development expertise
- Too many potential applications
- Difficult to focus on a specific strategic direction (focus-differentiation dilemma)

# Fulcrum Direct

- Specialists in market feasibility and market opportunity research for IP based organisations
  - Spin out and early revenue generating companies
  - Small businesses and SME's
  - Academic institutions
- Also invest if there is an attractive opportunity
- Market research and market feasibility studies
- Commercial due diligence
- Business and marketing strategy and planning
- Business development
- Marketing and campaign management

Research

Business



How Fulcrum Can Help

Market Assessment

Primary Secondary Research

Market Feasibility Study

Lead Generation Making connections

Strategic Planning Business Development

Messaging, Positioning, Branding

Retained Marketing Management

Implement Training

Excellent research demands excellent research

Fulcrum