

Nurturing new technology ventures

QinetiQ Advanced Sensors Innovation Project

Situation

QinetiQ provides research, technical advice, technology solutions and services to customers in core markets of defence, security, energy and environment.

QinetiQ's Advanced Sensors Innovation Project (ASIP) is an initiative with Advantage West Midlands, a regional development agency, which is exploiting technologies to reach new customers and markets. ASIP has a portfolio of new sensor ideas, e.g. MRI safety, Gas sensing, Wind profiling, 3D imaging, Engine management and Bio detectors.



Objectives

The objective was to provide 'extrapreneur™' perspective (external view and extra skills) in a corporate environment to:

- Support the evaluation and development of new business opportunities
- Enhance team member skills and their confidence to deliver valuable new business ideas in the QinetiQ process
- Expose the team to new models and approaches
- Provide an independent perspective and advice on the ASIP portfolio.

Approach

H-I Network used a range of approaches and tools to support the ASIP team e.g. 5Ps of Innovation, Venturing Traffic Lights, Business Cube and their depth of corporate venture experience. The support approach was as a venture advisor and business team coach. Tasks included:

- Reviewing the portfolio of QinetiQ ASIP business ventures, their market analysis, partners and business models
- Leading a two-day workshop which highlighted the processes and did an initial idea review
- Involving executives from the Health Protection Agency and Element 6 Ventures to provide new perspectives on venture approaches and create new business partnership links
- Providing support over a six week period to the team to independently evaluate their propositions
- Consolidating the learning and actions for the QinetiQ opportunities in a one day working session.

Results

We received positive feedback on the programme from the management and team of QinetiQ ASIP:

"The H-I Network programme has provided a good process and a depth of insights to the QinetiQ ASIP team which has helped to develop the portfolio and innovative new ventures we are creating. The H-I Network provides connections which add value through partnerships and developing business opportunities with other leading organisations."

Christine Cambridge, ASIP Programme Director.

"The Advanced Sensors Innovation Project has benefited from the H-I Network support for due diligence on our business propositions and, validating the reasoning behind our decisions."

Russell Noble, ASIP Business Development Manager.



H-I Network, 33 St James's Square, London SW1Y 4JS

Tel: +44 (0)20 3178 6755 Fax: +44 (0)20 3178 6733 www.h-i.com

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