

## The Faraday independently studies the market



The Faraday have completed a technology commercialisation study for Royal Holloway, University of London that has enabled informed decisions to be made at an early stage of development.

Royal Holloway wanted to understand the market potential for a novel technology and needed to ascertain what the barriers to market entry were, a study of other related products and technologies, and the ultimate costs associated with using the technology. The results enabled Royal Holloway to make informed decisions on the development of the technology as commented Joanna Cox, Research and Business Development Manager at Royal Holloway:

***'The appraisal delivered by Faraday was not based on platitudes and was refreshing in that it clearly outlined all the threats and opportunities with supporting evidence, meaning we were in a better position to decide on the next steps for the technology'***

There is a growing need for this kind of independent market analysis, as more Universities seek ways of applying the results of research and technologies in the wider world and want, naturally only to 'back winners'. This is something that the UK is seen as being a world leader in and it is a critical part of the 'knowledge economy', getting both economic and social benefit from the results of research is paramount to a developed economy looking to compete globally.

**If you have a technology that is at a stage where you need to know how it would fare in the market, then get in touch with [ian.blakemore@pfaraday.com](mailto:ian.blakemore@pfaraday.com) or call us on 01664 420066**

