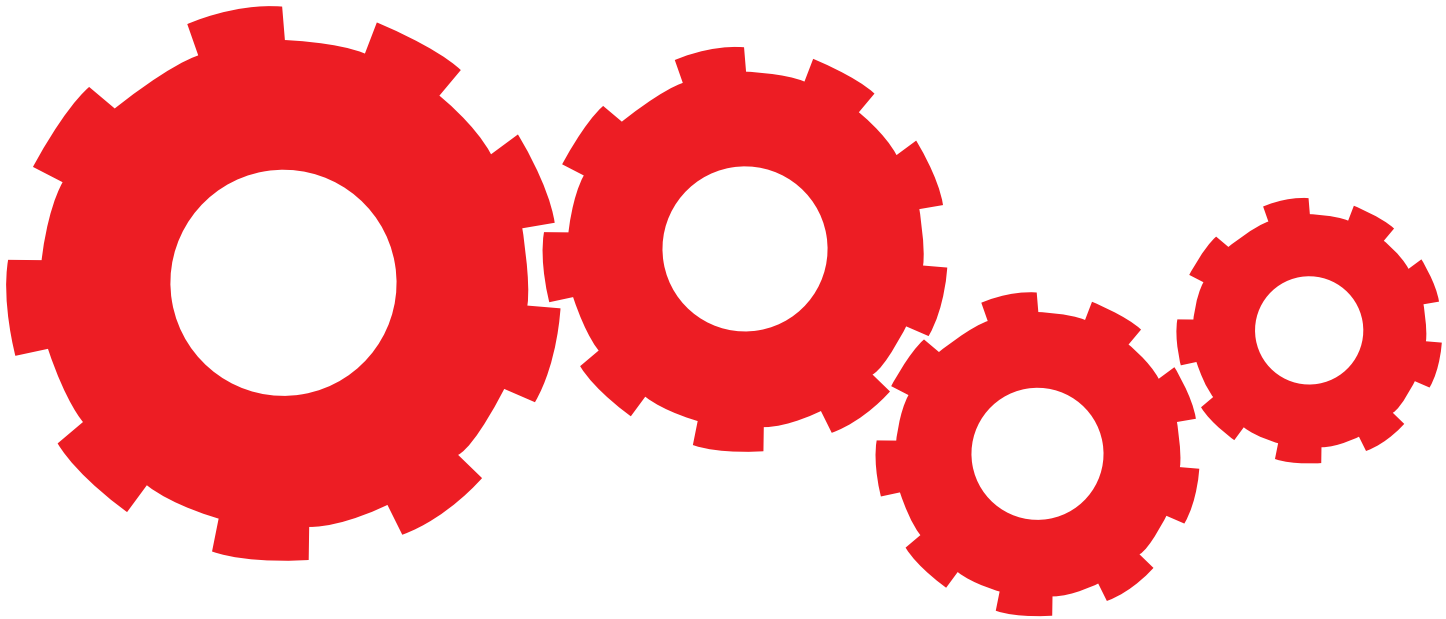


**INNOVATIVE PRODUCT**

**iPSS**

**SUPPORT SERVICE ■■**

Supporting businesses in the development  
of new products and processes



## Programme summary

The IPSS programme supports businesses through the early stages of developing a new product or process. IPSS aims to lessen the risks to businesses looking to take forward new ideas, by making use of experience and skills which exist within West Midlands Universities.

The IPSS programme is offered across four Local Enterprise Partnership (LEP) areas and priority will be given to businesses based in these LEP areas:

- Black Country
- Greater Birmingham and Solihull
- The Marches
- Stoke-On-Trent and Staffordshire

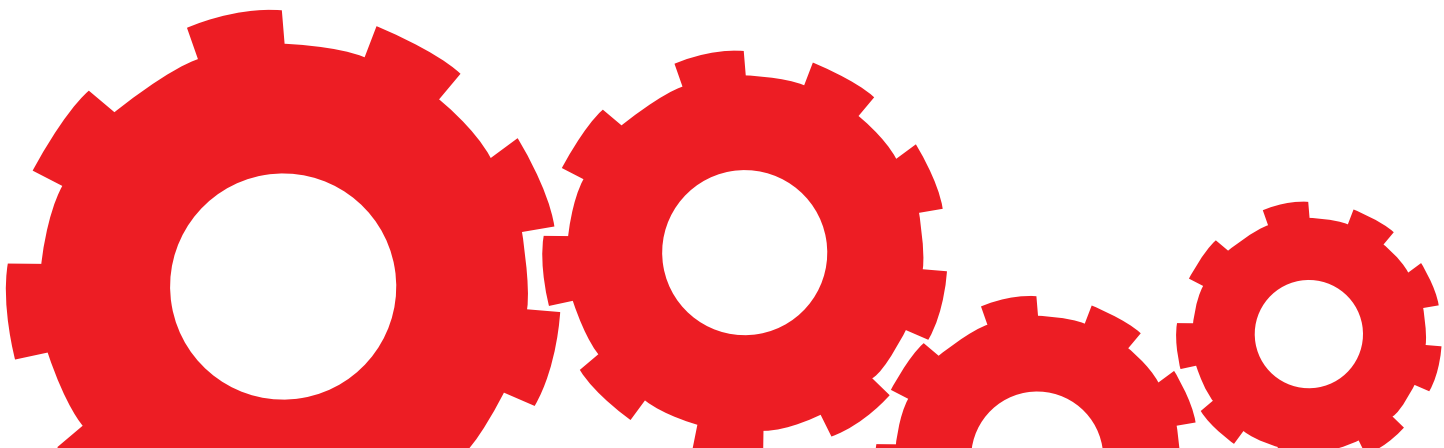
Each of these LEPs has made a commitment to the IPSS programme:

“

In order for local companies to become more competitive and to stay competitive, they need to engage with the knowledge base and engage in greater levels of innovation and R&D activity.

”

Black Country LEP EU Structural and Investment Funds Strategy



“

The GB & S LEP recognises that thriving local ecosystems are critical for innovation success, bringing together HEIs and other research organisations, knowledge intensive business clusters, innovation-minded public services, entrepreneurs and the infrastructure (including funding) to stimulate and sustain them.

”

Greater Birmingham & Solihull LEP European Structural and Investment Fund Strategy 2014

“

The Marches LEP vision is to ‘achieve a strong, diverse and enterprising Marches business base, operating in an exceptional and connected environment where the transfer of technology and skills foster innovation, investment and economic growth.’

”

The Marches LEP ‘Our Strategy for Growth’ 2013-2022

“

Building the capacity for knowledge transfer and providing support to drive commercialisation of products and processes within Stoke-on-Trent and Staffordshire is a specific area of focus.

”

Stoke-on-Trent & Staffordshire LEP EU Structural and Investment Funds Strategy 2014-2020



## Eligibility

The new IPSS programme is a continuation of the first IPSS project which ran between April 2013 and December 2015. The first project supported over 200 regional businesses to progress their innovations, helping to introduce over 40 new products to the marketplace through ongoing collaborations with the regional universities.

The new IPSS programme opened for applications in 2016 and is managed by the University of Wolverhampton. Delivery of support is undertaken by the following University partners:

- Aston University
- Birmingham City University
- University of Wolverhampton

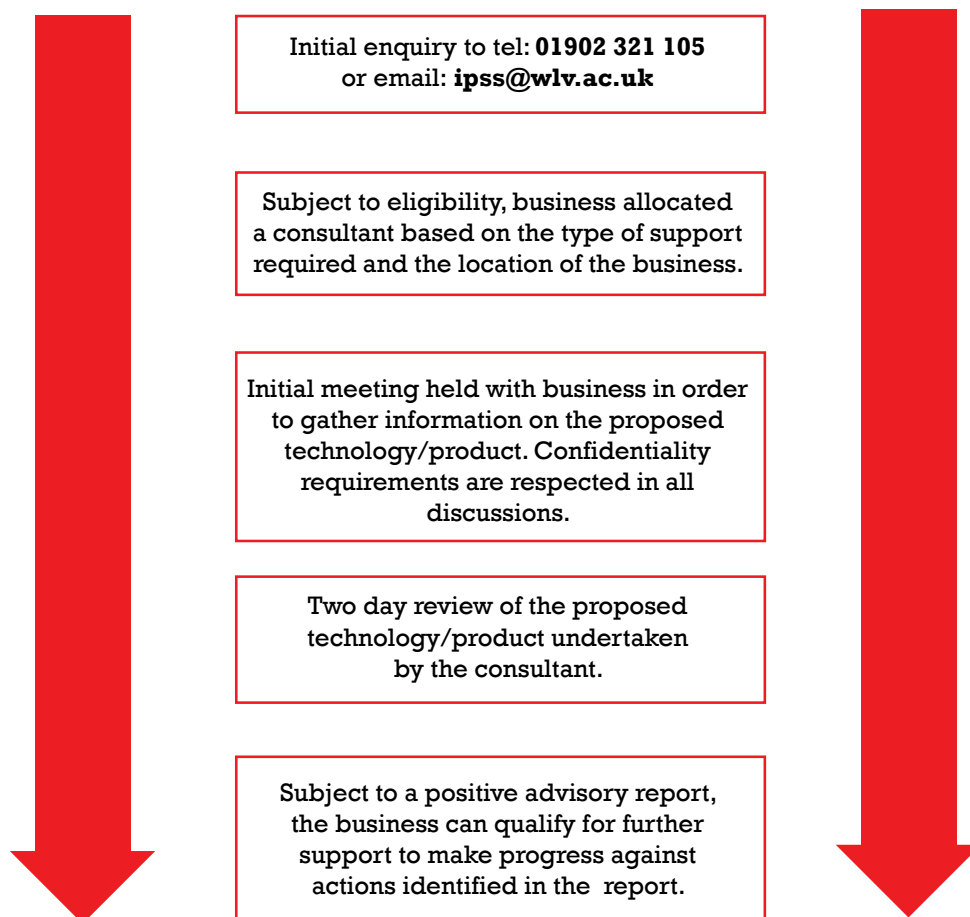
IPSS is part funded by the European Regional Development Fund, so to be eligible for support your business must be based within one of the four sponsoring LEP areas and qualify as an SME (detailed conditions apply, but in summary the company must have independent ownership, have fewer than 250 employees and a turnover of less than €50 million per annum).



## How the process works

All businesses interested in receiving support through the IPSS programme should initially call: **01902 321 105** or email: **ipss@wlv.ac.uk**

In contacting us, please be prepared to tell us the type of support your business requires and where the business is located. We do not require precise details of your technology at this stage.



## Services offered

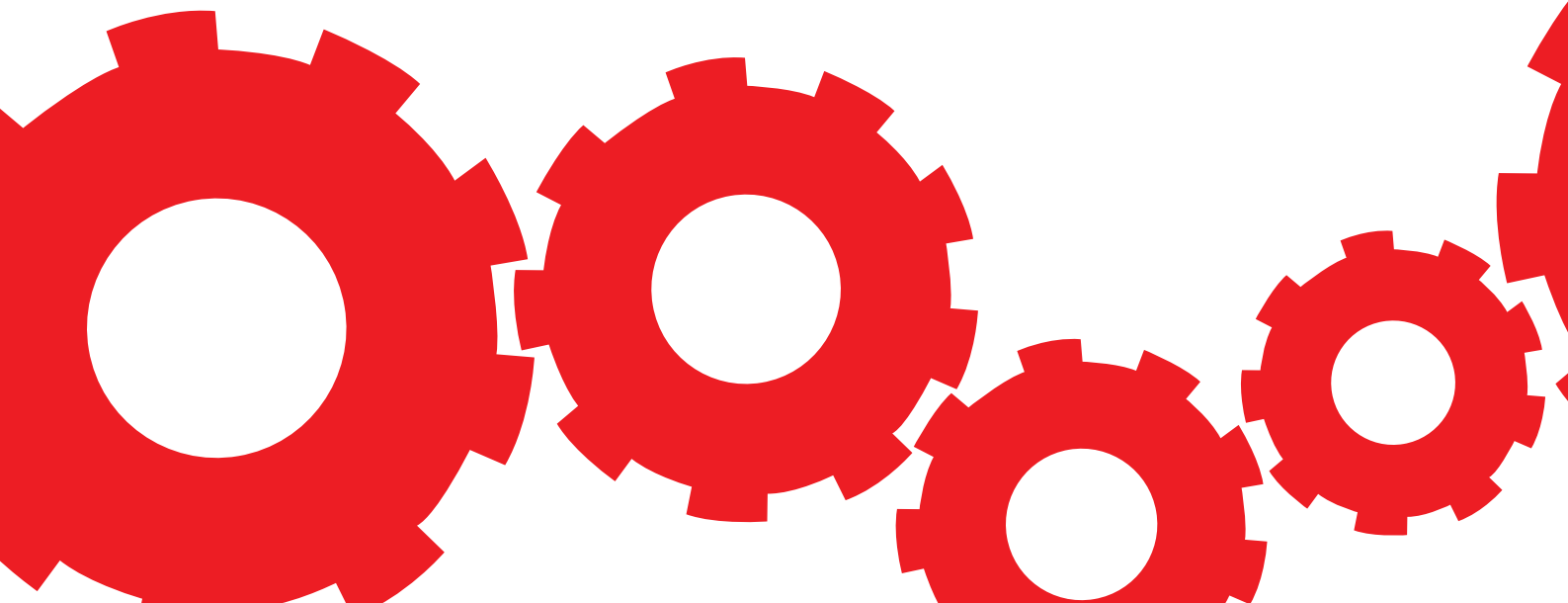
Following a successful initial two day review of your technology, the IPSS programme can provide specialist early stage new product development services through the partners. This includes access to the specialist resources and capabilities, available in the region's partner Universities, to overcome technical and development barriers.

Examples of the funded support available to businesses include:

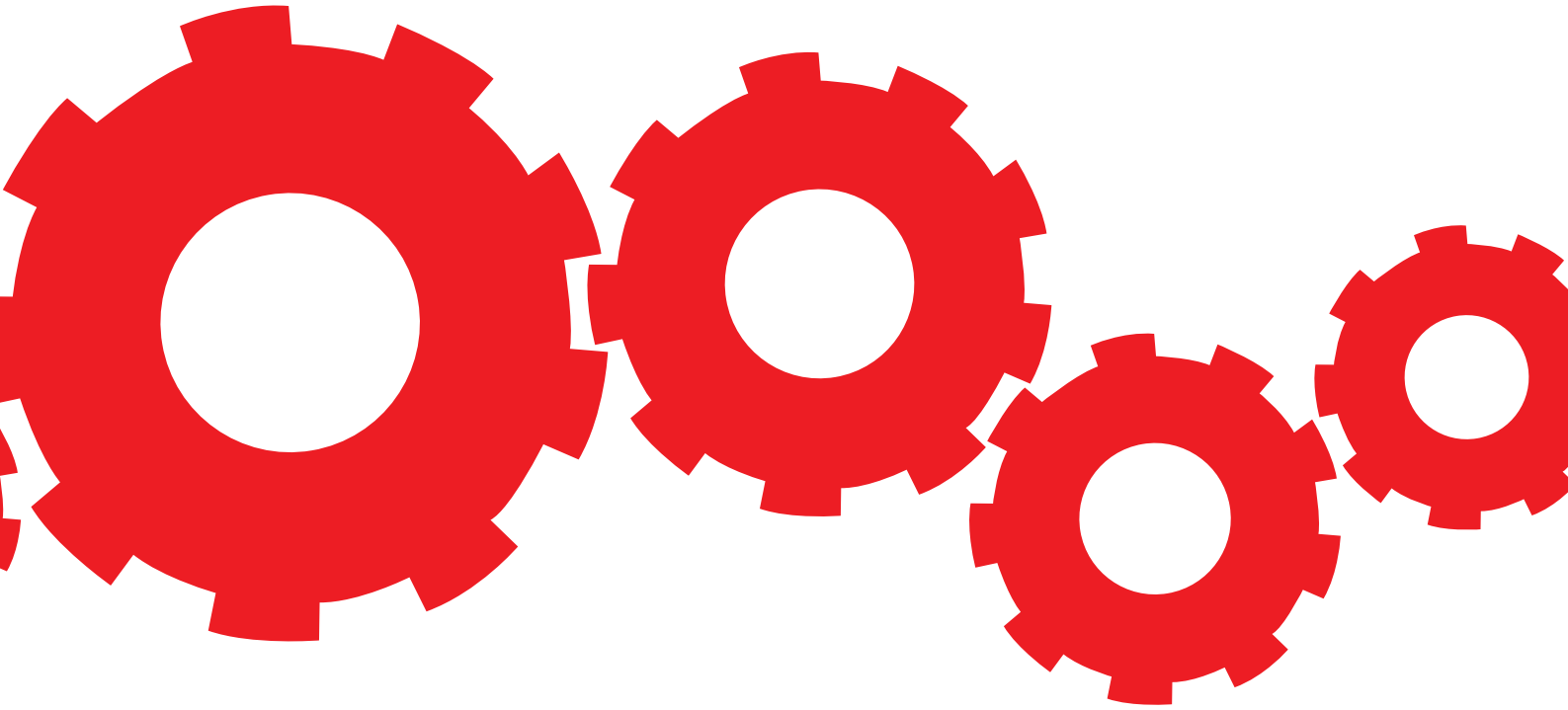
- Product design
- Engineering analysis
- Market research
- Intellectual property advice
- Electronics development
- Commercial reviews
- New product development and planning
- Development and implementation of sensor technologies

For businesses with a product innovation of really high potential, there is also scope through IPSS to enter into formal 'Research Collaborations' with the appropriate partner University.

Examples of the services on offer through each academic partner are provided on the following pages.



	New Product Development Services							
	New Product Development Planning Development	Product Assessment	Product Design Services	Intellectual Property Services	Market Research Technical Feasibility	Engineering Analysis and Prototyping	Photonics and Electronics Technology Integration	Advanced Manufacturing
Aston University							●	●
Birmingham City University	●	●	●		●			●
University of Wolverhampton	●	●	●	●	●	●		●



**Sectors addressed:**

- Aerospace
- Biophotonics
- Data and communications
- Defence and security
- Laser machining and micro machining
- Medical and healthcare

**Services offered:**

- Photonic sensor development and adaption
  - Custom sensor fabrication (fibre gratings)
  - Interferometers
  - Level sensors
- Laser machining
  - Laser cutting
  - Laser micromachining
  - Laser microfabrication
- Photonic technology exploration kits
- Concept generation
  - Photonics prototypes
- Photonics knowledge transfer workshops
- Technology integration
- Access to state-of-the-art analysis facilities





### Sectors addressed:

- Advanced manufacturing technology
- Architectural modelling and interiors
- Creative and digital
- Hazardous environment, including satellites
- Jewellery and luxury fashion
- Medical and healthcare
- Toys, gaming and drones

### Services offered:

- **Realising the potential for innovation**
  - Identifying and stimulating innovative product ideas
  - Supporting development of new products or components
  - Supporting development of innovative processes
- **Initial screening of the innovation**
  - Technical feasibility
  - Analysis of the synergy between the resource requirements and capability and the resources within the business
- **New product development planning and research**
  - Additive manufacturing (3D printing technology) advice
  - Preliminary concept sketching
  - Initial 3D Computer Aided Design (CAD) layouts
  - Prototype of new products using 3D printing technology including new product development, laser scanning and laser cutting
  - 3D digitisation
  - Applied research for further development of innovative products
  - Art casting and reproductions, small scale casting projects
  - Bespoke, personalised, individualised, customised 'one off' products
- **Market research**
  - Competitor analysis
  - Feasibility analysis (concept)

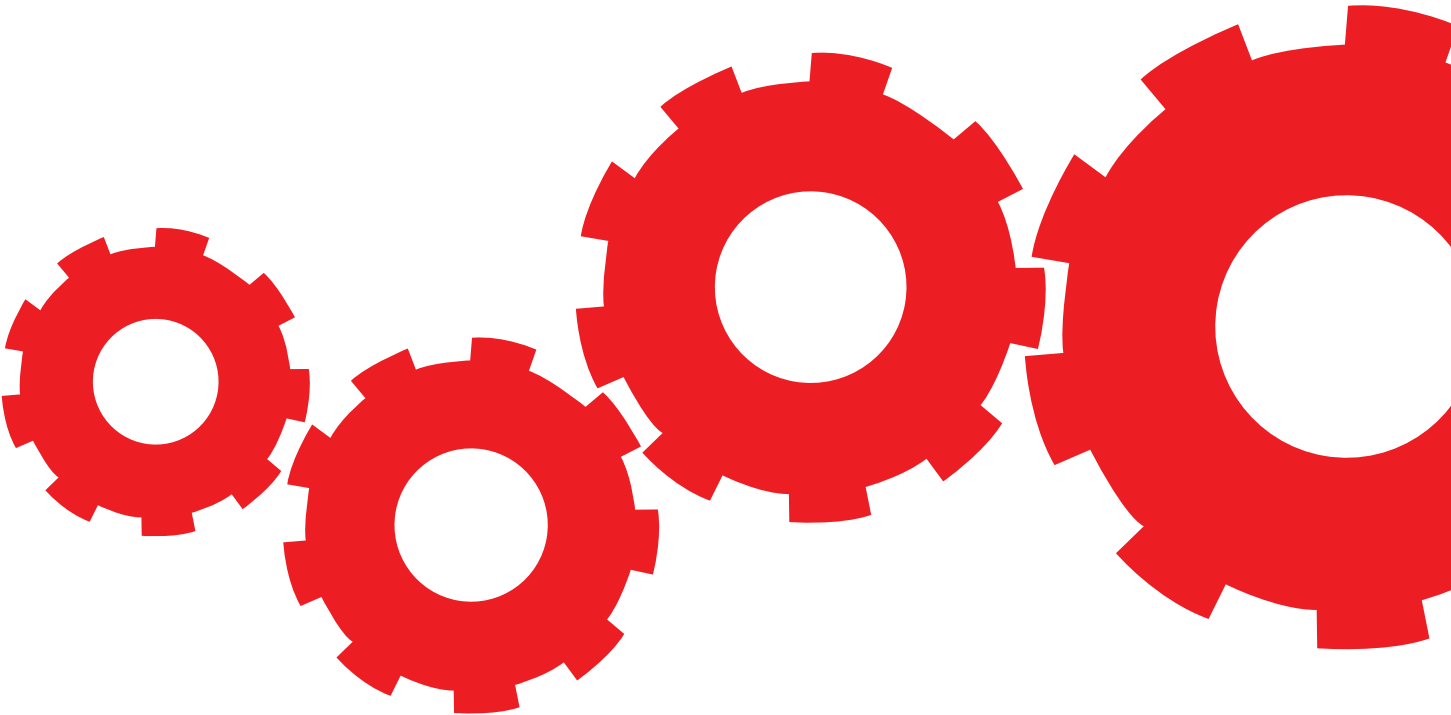


### Sectors addressed:

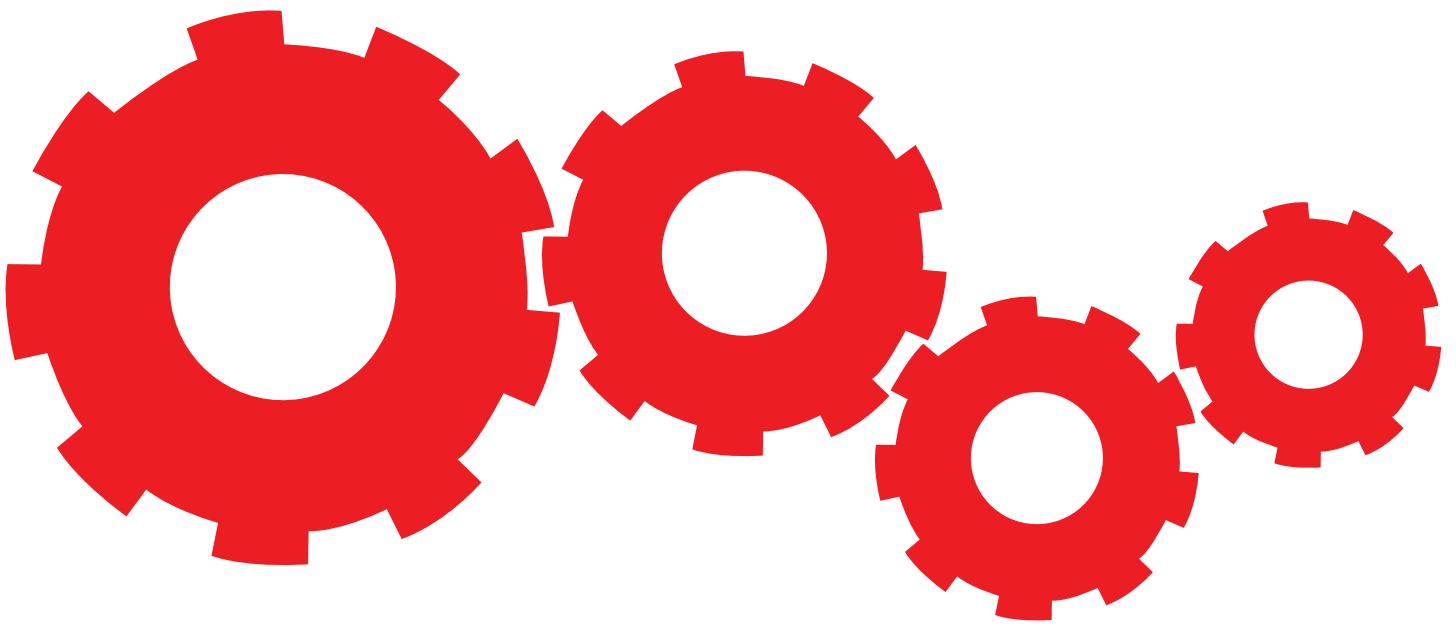
- Advanced manufacturing, including advanced engineering
- Building technologies
- Defence and security
- Environmental technologies and low carbon
- Food and drink (agri-food)

### Services offered:

- **Commercial and technology reviews**
  - Technical feasibility
  - Assessment of the market opportunity
- **Concept design**
  - Product design specification
  - Initial CAD layouts/models
- **Engineering analysis**
  - Finite element analysis
  - Computational fluid dynamics (CFD) and thermal analysis
- **Intellectual property (IP) guidance**
  - Assess the potential for achieving IP protection
  - Development of an IP strategy
- **Market research**
  - Competitor analysis
  - Market definition
  - Sizing of the market opportunity
- **Prototyping**
  - Fused deposition modelling (FDM)



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IPSS Project Office  
Caparo Innovation Centre  
Wolverhampton Science Park  
Wolverhampton  
WV10 9RU

Tel: **01902 321 105**  
Email: **[ipss@wlv.ac.uk](mailto:ipss@wlv.ac.uk)**  
Web: **[www.wlv.ac.uk/ipss](http://www.wlv.ac.uk/ipss)**