

Orion Innovations

Spring 2005 Newsletter



Welcome to Orion Innovations' first Newsletter that marks our first successful year of business. If you are involved in founding or supporting early stage ventures or new businesses, this should be of interest to you.

Orion Innovations LLP provides specialist strategic and business development support to new ventures, start-up and early-phase businesses. The company was founded at the start of 2004 by Noel Botha and Alison Cavey who are experienced business consultants with direct and practical experience of working in a new business environment.

WATER INNOVATE

Cranfield Launches Successful Technology Spin-out with Orion Innovations

In early 2004 Alison Cavey of Orion Innovations was contracted by Water Innovate Ltd as Interim Managing Director for the company – a technology venture being spun out of Cranfield University's highly respected School of Water Sciences. As with many such start-ups, the founding team had excellent technical credentials supported by a strong intellectual property portfolio; the question was how to transform this potential into a credible business plan which would persuade professional investors to back the venture. Orion Innovations offered a way to make available high calibre expertise for a defined period of time, with a flexible approach suited to the start-up environment. Over a 12 month period Alison worked with Water Innovate and the University's technology transfer team to develop and implement a robust business plan and fund raising strategy, and identify early revenue opportunities. She then led a successful fund raising campaign that focused on the early stage venture capital and angel investor communities. Water Innovate launched in early April 2005, and is headed by a highly experienced and respected permanent senior management team who were attracted in as part of the fund raising process.



Orion Innovations provides hands-on turnaround support for Pharmaceutical CRO

Since mid 2004, Noel Botha has been working as Interim Managing Director for Synnovation Ltd, a young pharmaceutical contract research business based in Surrey. The company had an excellent and well respected senior team, but the sector in which they operated was undergoing fundamental change. After nearly 3 years of operation the company was struggling to maintain commercial success. Initially Orion Innovations conducted a 'healthcheck' on the company, its vision, strategy, plans, organisation structure, processes, people and systems to identify options for growth. Noel subsequently worked with the senior management team to reorganise the business; establish new processes and procedures, and develop and implement plans for growth. Critically this required plans to substantially increase the turnover and profitability within a 12 month time horizon.

The company has now successfully identified and negotiated a number of strategic partnerships and is in the process of completing a corporate merger with a complimentary early-stage business in the same sector.

Carbon Trust selects Orion Innovations to Structure for Growth

Orion Innovations was engaged by the Carbon Trust to help this dynamic organisation, which has grown rapidly to some 70 employees in its three year life, adjust to the change brought about by its own success. In its early days the Trust operated, like many small businesses, without an extensive formal structure. However as staff numbers and project complexity grew a transition in structure became essential. However, the Trust didn't have the depth of in-house expertise to understand all the implications, and define the optimum solution at the same time as running what had become a highly demanding business. Orion Innovations was able to help the Trust smoothly transition to a structure that lets it deploy its resources more effectively, and allows for future expansion as the organisation continues to grow.

New Faces at Orion Innovations

As the company grows we are looking for experienced, high calibre personnel to join the team. In the past 6 months we have been successful in attracting two new Associates: David Milverton and Richard Atkinson.



David is an experienced new ventures manager who specialises in the electronics and new technology sectors. David has more than 15 years business development experience with Innogy and GEC Research, and as a member of management team of Optical Micro Devices, where he was Sales and Marketing Director. David holds an MBA and PhD.

David has recently developed the business plan and raised finance for a European precision assembly service for optical, wireless and sensor microsystems. As a founder member of this company which is ready to launch, he is now in the process of recruiting in a senior management team, setting up operations and achieving early revenues.



Richard joins us from the new energy technology sector where he worked as Business Development Manager for a young fuel cell company. He previously spent six years at Ford in new product development. Richard holds an MBA and C.Eng.

Richard is now involved in supporting new businesses developing innovative powertrain technologies. He is currently working with a UK-based developer of diesel hybrid technology to build on the successful development of a fleet of hybrid buses operating in the US by developing partnerships with vehicle assemblers to commercialise the technology in the UK.

Could Orion Innovations help your business move to the next level?

Orion Innovations works with organisations across many sectors, but with specific expertise in new technologies including: energy; environmental; electronics, automotive; and process industries. We are able to help businesses define their critical path in the early stages of development and provide support as they grow by providing pragmatic, hands on resource. This may be in the form of mentoring, interim management support or consultancy as appropriate to your needs.

Please contact us if you would like to discuss how we may assist in the future success of your venture. Noel can be reached on 07836 723940 and Alison on 07816 754614, or email below.