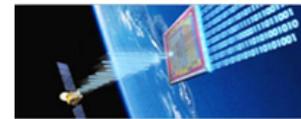


Innovate 2 Succeed

Spacechips
The Global Space-Electronics Company



The Challenge

Spacechips has been trading since 2014, providing design consultancy, technical marketing, training and business intelligence services for electronics design engineers working in the space industry. They have successfully delivered services to companies and space agencies in 23 countries.

The company's expertise are very specialist and they are recognised as leaders in the field. However, their challenge is to leverage that specialist knowledge to greater effect and make the business scalable. To do so, the management team are keen to make the service business more structured and are looking to launch their first commercial product, a series of Payload Processors. These on-board processors and transponders are suitable for telecommunication, Earth-Observation and science satellites.

Spacechips engaged with the Innovate 2 Succeed (I2S) programme to help them introduce the new product range to the market and assist them with their transition into a broader-based products and services business. The management team were also seeking overall advice on their innovation growth strategy.

The Solution

The I2S programme supported Spacechips to build a business strategy, demonstrating the company's growth ambition and focusing on their transition from being a consultancy business specialising in the space and satellite sector, into a business with five distinct service lines: training, design consulting, business intelligence, technical marketing and products.

Initially, strategy work was undertaken with the support of a lead I2S Innovation Adviser, to identify the five service lines in more detail, mapping the growth path for each and taking into account resource demands, scalability and profitability.

To enable Spacechips to articulate the benefits of their forthcoming Payload Processor products, sales coaching, pricing, profitability and value proposition work was completed. Lastly, the Innovation Model Canvas was used to set out the investment proposition for the new products and to help consider broader aspects of putting these into production.

The Impact

Since participating on the I2S programme, Spacechips has experienced very strong sales growth with projected turnover up 50% year-on-year. As well as this, their international profile has grown significantly.

Spacechips won New Company of 2017 at the Elektra Awards and their first two products won High Reliability Product of 2016 and 2017 respectively.

In addition, the company has built the first Payload Processor prototype which they have demonstrated at an international space industry exhibition. They are also on track to deliver the first commercial product in early 2019.

Spacechips has engaged with the Hertfordshire Growth Hub and was a previous beneficiary of the British Library's Innovating for Growth programme.

Testimonial

"I would recommend the I2S programme to any business. At the outset, Spacechips wanted an independent assessment of the business and our processes. The programme has delivered on our initial objectives as well as providing a useful mentor. Our sessions have been very helpful and I have appreciated the flexibility shown by our adviser to help me deal with current challenges."

Dr Rajan Bedi, CEO

To find out how Innovate 2 Succeed can help your business grow, contact us on:

01707 398222 | i2s@exemplas.com | www.exemplas.com/innovate2succeed