

Innovate 2 Succeed



The Challenge

Polysolar is a Cambridge cleantech company that was established in 2007 for the development, design and project management of building integrated photovoltaic (BIPV) solutions. The company is a world-leading developer and producer of innovative, low-cost solar photovoltaic glass.

Polysolar's vision is to turn buildings into power stations, with windows that generate clean renewable energy. Supported by Innovate UK grant funding, Polysolar are looking to scale up their business through a crowd-funding round.

The company is in a rapid development phase, ramping up application sales and looking to enter new market segments and international markets, so the management team were keen to engage with the Innovate 2 Succeed (I2S) programme, to support them in assessing market potential, revenue streams, go-to-market channels and potential sources of funding.

The Solution

In order to overcome the challenges and barriers to growth that Polysolar were experiencing, the I2S programme focused on supporting the company to clarify their commercialisation approach, prioritising organic growth over international partnerships.

The management team recognised resourcing concerns needed to be addressed in terms of people and funding. With the support of an expert I2S Innovation Adviser, they worked together on identifying the issues and put a plan in place for recruitment.

Through work undertaken during the I2S programme, clarity was established around the company's current business operations, profitability, key metrics for projects and improvement of margins, in order to form a sustainable business model.

A value chain was created covering Polysolar's business sectors, allowing for a better understanding of opportunities



The Impact

Following the support of the I2S programme, Polysolar has:

- Taken a strategic decision to focus on organic growth and fund raising
- Augmented the senior management team to support the growth plan
- Put in place best practices regarding project profitability
- Pitched for £750K through a crowd-funding round, that was oversubscribed by 75%

Polysolar will also be applying for an IP Audit to further build up their patent and IP portfolio.

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

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