

Converting R&D to Product



Postage stamp sized research battery that required 140°C to operate

The Dilemma

On one hand:
Scientists lead giant steps forward,
But:
Scientific Innovation is entirely different from Product Development and Commercial Exploitation.
Different mindsets and fields of experience are required.

A major blue chip research organisation (perhaps the largest in Britain) invented the rechargeable lithium battery. But it was unreliable and only worked at 140°C, not at room temperature (see photo on left).

The team needed a product focus and expertise in manufacturing; the team needed to 'stop writing papers' and concentrate on customer issues.

If 'converted' to a 'real product', this could be one of the great enabling products of all time. Today iPods, laptops or mobile phones run for a day without charging and the battery lasts as long as the product. Lithium-Ion batteries enabled these incredible products.

Product Focus & Expertise



Sony & Panasonic produce batteries under licence

Azteck's Role in Commercial Success

By bringing 'R&D to Product' expertise and focus to the team, Azteck had a dramatic effect.

- Δ Introduced manufacturing consistency to research 'product'.
 - Δ Innovation, - several key patents.
 - Δ Manufacturing Expertise.
 - Δ Gentle, but firm: "Stop writing papers; let's make a product!"
 - Δ A small role in securing licenses worth over £2,000,000 /year.
 - Δ Sony alone now make 20,000,000 batteries /month.
- The battery is in the High Street throughout the world.

Benefits

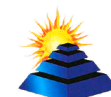
- Δ Massive jump in research success due to improved consistency in research techniques.
- Δ New Processes and Innovative Technology.
- Δ Massive Cost Reduction.
- Δ Access to a large network of suppliers.
- Δ Effective Project Management;
'inside the team, outside the politics'.
- Δ One of the all time great 'enabling products'.
- Δ A world product: "We all have one in our pocket / briefcase."



Modern Laptop, 'enabled' by successfully Converting R&D to Product.

Call us to discuss the commercial exploitation of R&D.

R&D into World Products



Azteck

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