DEMAP
Developing Enterprise Markets and Products

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Market failures

Consultancy under-delivers

Lack of internal capacity

Reduced student income

Threat of continued poor growth
Opportunity
Environment
Market
Growth Hub

- one stop shop
- no wrong doors
- existing services more easily engaged
- unconscious incompetence
- conscious incompetence

Competition
Product co-design

DEMAP

innovation needs quality measures

customers

existing
future
evidence
offers
baseline
financial impact
social impact

useful
growth

not

project scope

just engineering
workgroups
pilot solutions
measure success
reflect
disseminate

implementation

questionnaire
clarity quality focus
div/conv/em

existing services more easily engaged
unconscious incompetence

Product co-design
innovation needs quality measures
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- questionnaire
- clarity quality focus
- div/conv/em
Welcome!

Thank you for your time to fill in our 90 second survey about the technical support provided by the School of Engineering at Staffordshire University.

*Please note that the survey is anonymous and your individual answers will remain confidential. The collated results will be statistically analysed and published in the Focus Magazine where they will be available to members of the Staffordshire Chamber.*
Please enter the postcode of the main site or location of your business:

Are you aware of the engineering testing research and development services available from the School of Engineering?

- Yes, aware and have used the services
- Yes, aware but have not used the services
- Not aware
What would be your first port of call for information about services offered by the School of Engineering?

Staffordshire University:  
The Staffordshire Chambers:  
City or County Council / Growth Hub:  
Other (please specify):  

What support would your business use if they were offered by the School of Engineering? *(Please tick all that apply)*

- Access to grants and funding
- Membership based advice line (offering engineering and technical advice)
- Product or component testing / validation
- Blue skies research
- Don't know
- Other (please specify)
Lastly, would you be interested in becoming a member of our Engineering Industrial Liaison Panel?

Members of this panel are engineering businesses who provide critical feedback on the content of undergraduate engineering courses, helping to ensure that graduating students are qualified with the relevant skills required to boost the UK engineering sector.

- Yes
- No

If Yes, please enter your contact details so we can get in touch with more information:

- Name
- Telephone number
- Email
• Collate results
• Disseminate
  Staffordshire Chamber magazine
  Press
• Design products
• Marketing
• Impact KPIs
• Fail Early / Fail Cheap

Pilot, Measure, Reflect
Let you know next year!

Thank you

Questions?
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