



A Strategy For Innovation and Investment

The Challenge

Safehinge was created in order to exploit a product that the directors had developed. We worked with them during an initial R&D phase and they wanted to understand how to take the product to market. In addition to this they wanted to plan a strategy to make the best use of all the funding options available to them.

The Eriskay Approach

The team worked with the directors to develop a business model that supported the goals of the business. Key to this was the mapping of their structure of competencies. This allowed them to understand the skills that they had available to them and where to focus their energies. This then allowed them to make sure that they were using all the assets that were available to achieve their strategic goals.

Following the development of the business model some practical coaching was delivered to ensure that the team would be able to deliver the strategy that they had developed. This was focussed feedback that was delivered alongside a full strategic report.

Outcome

Since completing the process Safehinge have continued to make huge steps forward. They have started to develop additional products which will allow them to compete effectively in additional markets. This has been achieved by gaining access to additional funding from a number of sources. They have also strengthened their board with a number of new members who bring particular domain expertise; this was a key recommendation that came from the process.

“We are more confident approaching investors based on the outputs from Making Strategy.”

Martin Izod, Director, Safehinge

www.safehinge.com