

Reydoog consultancy services

BUSINESS FUNDING
IP ADVICE
NETWORKING
BUSINESS PLANNING
GRANT WRITING

DO YOU?

- Have a brand new idea for a business which you think could become very big quickly?
- Have a new idea or ambitious new plans to build an existing business?
- Require finance to fund the growth plans going forwards?
- Have some intellectual property around the new idea or plans that is likely to need protecting?
- Struggle to predict accurately the growth potential of the new business or estimate market size?
- Need to develop a well defined route to market and know the suppliers and partners which will be required to commercialise the idea?
- Require a project plan to move the business from where it is now to where it has the potential to be?

THEN GET IN TOUCH – REYDOOG CONSULTANCY SERVICES CAN HELP.

**Get in touch now and get support
to propel your business forwards!**

**Email: consultancy@reydoog.com
Phone: 01323 701701**

Reydoog consultancy services

Coachmakers Business Centre
116a Seaside
Eastbourne, East Sussex, BN22 7QP
www.reydoog.com
Company registered in England / Wales 05240580



Got a great idea?

Got a great new idea that is going to displace the current technology? Are you going to set the world alight? We can help take your idea from concept all the way to a thriving business. We are a specialist business consultancy for companies requiring investment, with IP or who are developing a new concept

www.reydoog.com

Business Funding
IP Advice
Networking
Business planning
Grant Writing

HOW WE WORK

REYDOOG CONSULTANCY SERVICES
WORK INTENSIVELY ON A CLIENT'S
BUSINESS TO HELP THEM TO RAISE
FINANCE OR DEVELOP A CREDIBLE
PLAN. WHETHER YOU NEED TO KNOW
HOW MUCH THE TOOLING OR
SOFTWARE WILL COST, YOU NEED
MORE INFORMATION ON PATENTS
AND TRADEMARKS OR YOU NEED TO
RAISE SOME FUNDS FROM
GOVERNMENT GRANTS, A BANK LOAN
OR BUSINESS ANGELS OUR BUSINESS
CONSULTANCY CAN HELP.



About us

CONNECTING YOUR BUSINESS TO THE RIGHT PEOPLE

Run and managed by Ian Goodyer but various consultants, advisors and colleagues are brought in to help on specific projects as required. For instance, we have close working relationships with the SEEDA funded Innovation and Growth Teams, Finance South East, Manufacturing Advisory Service, Local Patent Agents and the Universities of Brighton, Surrey, Sussex and Portsmouth and a large network of independent businesses from web design to accountancy. These services are brought in to assist in the projects as required.

Specialist consultancy for companies requiring investment, with IP or who are developing a new concept

BUSINESS PLANNING

When starting out on a new venture or expanding an existing business there are always going to be a large number of questions that need answering. We help companies answer these questions and develop a coherent plan so that the venture has the best possible chance of success.

We work with you to build a complete and credible business plan which is "investment ready". We do this by a combination of our own research on behalf of the client and by asking probing questions of the client. Once all the information required is available, we can assemble the information into a business plan suitable to give to funders. A good business plan is a marketing document which sells your idea to the reader in the most detailed but succinct way possible.

BUSINESS FINANCE

When starting a new venture, capital is always required and usually a lot of it. We have a structured approach where we estimate the funds required, develop detailed financial forecasts, identify potential sources of finance and then help you to apply for the funding.

We also act as an introducer for microFunding, a system set up to help inventors who want to commercialise their own ideas but who lack the finances and management team to take the project forward.

Our principle consultant, Ian Goodyer, specialises in helping people and organisations commercialise new ideas and to develop them to the point where they can be manufactured and sold. Experience:

- Business advisor for SEEDA, University of Brighton and ProfitNET where he has assisted hundreds of businesses to raise millions to kick start new enterprises
- Business owner. Runs high tech nanotechnology company specialising in commercialising cutting edge photonics products.
- Open Innovator. Helped bring ideas to market for a large biotech firm
- Academic & Technologist. PhD qualified with years in academia



INTELLECTUAL PROPERTY

In its broadest sense Intellectual Property (IP) is vital for any business because without IP there is nothing to stop a competitor with bigger pockets than you from copying your ideas and destroying your market. We can help a company to identify what IP they currently have and advise on how to protect it. We can also give outline the options available to protect future IP, suggest when a patent attorney is required and indicate likely costs that can be expected.

We can also perform an audit and help a company to identify what IP they currently have and advise on how to protect it including using confidentiality agreements (non-disclosure agreements) before discussing their ideas with potential partners. We can also outline the options available to protect future IP and indicate whether a trademark, patent or registered design is a suitable course of action or whether copyright or database rights are an option. We can guide a client on when a patent attorney is required and indicate likely costs that can be expected.

NETWORKING

When setting out on a new venture, it is unlikely that you know everyone that you need to. We are extremely well networked and can introduce you to funders (angels and bank managers), universities, government support agencies, manufacturers, marketers or anyone else you require to push your project forwards.

What others say

CLARE GRIFFITHS, BDM
ENTREPRENEURSHIP,
UNIVERSITY OF BRIGHTON

"I have known Dr. Ian Goodyer in a professional capacity for three years now. Since last year, he has been delivering one-to-one business support consultancy to members of the beepurple entrepreneurship network which I manage at the University of Brighton. He is extremely professional, and builds up a good rapport with the members he meets. He has an extensive knowledge of how businesses can progress and develop, for example around product and service commercialisation, protecting intellectual property, and raising finance; and has successfully supported and empowered many members of the network to develop their businesses. My clients always provide positive feedback about his work with them - I would recommend Ian without a doubt."

CHRISSI WILKINS, OWNER & FOUNDER OF
ULTRAMO

"Ian has provided some great support and advice relating to two of my most exciting development projects. His direction at the proof of concept phase of our ULTRaMo project has been extremely valuable."

SLYVIE HAMPTON, OWNER WOUND HEALING
CENTRES

"Ian has been extremely supportive to us with ideas and practical help that has proven invaluable in marketing and developing our business which is now rapidly expanding. We are in his debt."

ANDREW PARKER, OWNER FTI

"Each time I meet Ian he manages to leave me feeling more motivated, organised as well as more confident that we are working towards our goal successfully. I feel very comfortable talking about all aspects of my business with Ian and have found him very knowledgeable in a huge variety of fields."