



# INVENTYA

## News Release

June 27, 2007

### **Inventya drives UK innovation with interactive tools for inventors**

**~ i2m enables entrepreneurs to evaluate and explore market potential for business ideas and provides a channel to over £35m of funding ~**

Inventors, entrepreneurs, young professionals and small businesses can now discover whether their business idea will fly or flop free of charge.

i2m (ideas to market) from Inventya is a suite of interactive software available online that provides a full assessment of early-stage ideas and the feasibility of taking them to market. The service takes entrepreneurs through three key stages for assessing their idea, starting from a central website,

[www.i2mOnline.com](http://www.i2mOnline.com):

Step 1: **i2m Rapid Idea Evaluation** takes a visitor through a specially designed set of questions to assess the feasibility of an idea. The outcome is a clear action plan for the successful exploitation of their idea, developed in just a matter of minutes. The Rapid Evaluation is free of charge, and users undertaking an evaluation receive a discount on the full software package

Step 2: **i2m software**, available from the website, helps users complete an in-depth feasibility study of their business ideas, which is essential to maximise

the likelihood of success. The software builds on the Rapid Evaluation tool and shows users where the best resources at their disposal can be found and how best to use them. i2m takes a user through every check that needs to be completed to assess an idea's originality and potential market. Additionally the package can be used to create business plans, grant applications and prepare all accompanying documents required for presenting an idea to investors.

Step 3: **i2m Ideas Bank** gives i2m users the opportunity to get in touch with a wide network of people that can help make their idea a success, including licensing and investment opportunities. The bank currently has several major investor networks registered, giving access to at least **£35m** in investment funding.

i2m took over 10,000 man hours to develop and was structured through extensive collaboration with entrepreneurs, investors, business advisors and incorporates Inventya's own techniques and methods. The software costs £160 or £80, if a user completes a rapid evaluation prior to downloading the package. The University of Manchester has trialled the software successfully with both start-up companies and students and discussions are underway with Business Link.

"The majority of new businesses fail because the planning is flawed, not necessarily the idea itself," said David Thomas, director and co-founder of

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Inventya. “As shows such as Dragons Den highlight, if you don’t have the numbers and key information to support your concept, your business concept is quickly dismissed by the investor community.”

“i2m helps anyone who has a business idea, to validate its commercial potential first, before getting the paperwork underway to turn that idea into a profitable business. Only once it’s clear that a concept is original, competitive and has a target market should an idea be taken to market. However it’s crucial that the tools are available for those who want to join the global entrepreneur community and make money from their ideas.”

#### **ABOUT INVENTYA**

Inventya provides consultancy and technology to enable entrepreneurs, inventors and professionals to transform their ideas into profitable businesses.

Its i2m (ideas to market) suite contains an interactive website and comprehensive software solution which take users through rapid evaluation, market research and business planning information. i2m also enables entrepreneurs to access over £35 million of global funding through Inventya’s Ideas Bank.

Inventya was founded in 2006 by innovation consultants, David Thomas, Aldo De Leonibus and Valerie De Leonibus. Key customers include the University of Manchester, The University of Wales and The Science and Technology Facilities Council

For more information, please go to [www.inventya.com](http://www.inventya.com)

**Test your idea for free on our website [www.i2monline.com](http://www.i2monline.com)!**

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