Taking the Market’s Pulse for Electric Potential Sensing Technology (EPS)

Enterprise Panel supported EPS commercialisation by:

- Providing access to expertise of the Sussex Innovation Centre and Research and Enterprise teams
- Sponsoring market research to clearly identify key markets and applications
- Funding of £8,600 to produce the first outsourced EPS sensors for prototype applications
- Supporting construction of web presence and market-specific literature
- Business development and market promotion
- Funding of £85,000 to support our Commercial Accelerator Plan

The situation

The Electric Potential Sensor (EPS) is a revolutionary new measurement tool with applications spanning healthcare, telehealth, safety, security, computer interfaces and materials testing. For example, EPS provides unique usability benefits for measuring ECGs in medical and sports applications.

In some applications the sensors are at a production prototype stage; the medical sector is one such instance. In many other areas laboratory demonstrators exist, for example materials testing and resonance imaging.

With so many potential applications further support and focused additional funding was needed to ensure full advantage could be made of this unique technology opportunity.

Enterprise Panel assessment

The Enterprise Panel quickly identified key areas where their support would make a real difference to Professor Prance and his team.

It was clear that EPS technology would have important applications, across a wide range of marketplaces. However, it was also clear that market focus and strategy needed to be developed to drive the technology towards successful commercial adoption.

In addition, the Panel felt the well established IP position needed additional specialist support and development to ensure a clear route to maximising future licensing and revenue.

The Panel provided

- A route and a budget to work with specialists to build on the established IP position.
- Work with the Innovation Centre to identify key market applications and clarify market focus.
- Market research to position EPS against competition.
- Funding for production of EPS sensors, allowing fast-track customer sensor evaluation.
- Construction of web presence and market-specific literature.
- Support for Commercial Accelerator Plan. Developed with SlnC and Research and Enterprise, this will accelerate commercial engagement, shorten adoption time and address key skills gaps.
- Business development support and co-ordination of commercial contacts

Outlook

There is now focused engagement with a growing number of organisations worldwide and a confidence that these will lead to future licensing and revenue. Increasing commercial interest and engagement clearly indicates that EPS technology will have an exciting commercial future in many marketplaces.

Want to know more?

For more information about the Enterprise Panel and how we could help you please contact:

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