Building a new approach to combat obesity and eating related disorders (SIPM)

The Sussex Ingestion Pattern Monitor (SIPM)

Enterprise Panel supported commercialisation by:

- Providing access to expertise of the Sussex Innovation Centre and Research and Enterprise teams
- Sponsoring the development of a detailed business plan and marketing literature
- Funding of £29,800 for development of SIPM software and marketing

The situation

The Sussex Ingestion Pattern Monitor (SIPM) is a unique, efficient and reliable methodology for recording and analysing human behavioural data. The system is used in research programmes investigating appetite control, food preferences, obesity and eating disorders in humans.

An existing version of SIPM had generated modest commercial success and added value to research programmes of a user group principally from UK universities. An opportunity existed to develop SIPM further and capture users from other university and hospital research groups, the food industry, pharmaceutical industry and Contract Research Organisations (CROs). At the same time, updated functionality was seen as being crucial to the future success of planned grant applications at Sussex.

Enterprise Panel assessment

The Enterprise Panel quickly identified key areas where their support would make a real difference to Professor Yeomans.

Although there was a clear vision of the functional changes needed to make SIPM capable of becoming an industry research standard the Panel highlighted additional revenue streams and future development potential that could lead SIPM to a far greater market potential and revenue.

With this in mind a phased approach to development was suggested where a future iteration of SIPM could be developed to become a powerful tool for treatment of obesity and eating related illnesses, a global issue.

The Panel provided

- £11,500 for further development of SIPM software application.
- Work with the SInC to develop business plan, identify key sectors and clarify market position.
- Market research and competitor analysis.
- Construction of web presence and literature.
- Provision of hardware needed to demonstrate SIPM at customer sites and events.
- Funding of £18,300 to support key event attendance, ongoing marketing support and project administration.

Outlook

The new version of SIPM has been enthusiastically received with a growing order book from both academic and commercial organisations across the globe.

Updated functionality has played a key role in successfully securing £772,066 of additional grant funding. This, in conjunction with building sales for the SIPM product will now enable the R&D needed to realise a next generation product for treatment of obesity and eating related illnesses.

Want to know more?

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

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