

Downstream Innovation is a consulting business that helps companies create more effective and successful innovation projects and initiatives that deliver impact and results. Based on over 20 years experience in developing and implementing successful innovation methodologies, tools and techniques in a FTSE 100 company Downstream Innovation has the experience, network and “know how” to help your business thrive and succeed.

For Start-ups, SME’s and Entrepreneurs...

- Translate technology driven concepts into commercial propositions using customer and business language.
- Develop an effective and powerful pitch that wins the support of prospective investors, partners and customers.
- Create a compelling demonstrator or proof of concept prototype, that conveys the key customer benefits of your product or service and proves it's technical feasibility.
- Identify, develop and articulate industry specific use cases for your new product or service and identify target customers.
- Support effective engagement with potential corporate customers, target “decision makers” and avoid common traps and pitfalls.
- Exploit our network to find trial customers for your start-up and get support throughout the process of working with them to deploy and learn from your trial users.
- Coaching and Mentoring as your new venture grows to support you on your journey towards innovation success



Francesco Furnari
CEO & Founder
VRtuoso Ltd

“Trying to summarise Matt’s persona in a few words is the biggest challenge that I have ever had. Matt is a “Vulcan” of innovative ideas, processes, products, services, business, technologies, cultures.”



Derek Bell
COO & Founder
Mitra Innovation Ltd

“Within Mitra, we hired Matt to help us with a proposition development challenge we’d been struggling with for a while. Matt made an immediate and positive impact. He took time and care to understand our company culture and way of working. This proved to be an essential prerequisite to ensuring the subsequent work fitted nicely into our business.”

For Enterprises and Global Corporations...

- Find, engage and work effectively with Start-ups & SME’s that address your business problems and accelerate your opportunities
- Move rapidly from ideation and concept development to customer trial and commercial proposition
- Use our “Hothouse” methodology to rapidly accelerate your innovations into delivery and launch
- Develop a portfolio approach to innovation that tracks progress of innovation initiatives across your business, measures their future potential value and enables prioritisation and objective setting for your teams.
- Develop a culture of Innovation in your business where employees are trained, equipped and empowered to take the initiative and make innovation happen at all levels.

Downstream Innovation Tool Kit



Matt Lawson (Msci Msc CEng MIET)
Founder & CEO of Downstream Innovation Ltd

- Head of Internal Innovation at L Marks [www.lmarks.com]
- Former Director of Applied Innovation at BT
- 20 years experience leading Innovation and R&D in one of the world’s pioneering telecommunications companies.
- Strategy, direction setting, innovation leadership
- Experience in project and programme management.
- Certified leadership coach, experienced mentor and chartered engineer.
- Meet the team at [www.downstreaminnovation.com]



Jean-Marc Frangos
MD, External Innovation
BT

“Matt provides both innovation inspiration and delivery excellence, which is a rare combination of skills. During his years managing innovation at BT, Matt has accumulated a wealth of information about what works and what doesn’t work when large and small companies try and break out of the mould to exploit new technology opportunities.”