

## How to do brilliant innovation?



“Helping you innovate effectively,  
delivering impact and results”

Downstream Innovation helps companies create more effective and successful innovation projects and initiatives that deliver impact and results.

### Corporate Innovation

We help enterprises improve their innovation strategy, culture, capabilities and tools

### Start-ups and SME's

We help start-ups and SME's develop their proposition and pitch and help them engage and work effectively with corporates

### Education and Training

We provide training, coaching and mentoring on all aspects of applied innovation

Based on over 20 years experience in developing and implementing successful innovation methodologies, tools and techniques in a FTSE 100 company we have the experience, network and applied innovation “know how” to help your business thrive and succeed.

### Making innovation happen for larger companies

- **Scout and work effectively with companies** that address your business problems and accelerate your opportunities.
- **Move rapidly** from ideation and concept development to customer trial and commercial proposition.
- **Innovation workshops and events** that rapidly accelerate your innovations into delivery and launch.
- **Develop an innovation strategy** covering methodologies, priorities, themes, objectives, roles and responsibilities and future roadmap
- **Build a portfolio** that tracks progress of innovation initiatives across your business and measures their future potential value
- **Create a culture of Innovation** in your business where employees are trained, equipped and empowered to take the initiative



*“Matt (CEO Downstream) 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.”*

**Jean Marc Frangos (MD Innovation, BT)**

## Innovation support for start-ups and SME's

- 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
- **Coaching and Mentoring** as your new venture grows to support you on your journey towards growth and success



## Innovation Training and Intrapreneurship

- Creativity and ideation
- Proposition development
- Demonstrators and prototypes
- Agile experimentation and trials
- Stakeholder and risk management
- Downstreaming & implementation
- Overcoming blockers and barriers
- Leading innovation teams and events
- Working with corporates / start-ups

*"Matt was an invaluable help when starting my business. He was quick to grasp the vision and concept, and was professional, thoughtful and thorough in his approach. Matt supported me to refine my proposition and produce a comprehensive, high quality technical specification, providing deep business and technological insight."*

**Helen Driver (Founder MoneyReady)**

*"Matt joined UrbanScan as a strategic consultant and I must say he is head and shoulders above any other consultant I worked with over the last 20+ years. He combines deep knowledge of technology and R&D with extensive business experience, and his unique people skills and problem solving capabilities allow him to transform ideas into action."*

**Gil Zwirn (CEO & Founder UrbanScan):**



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



- Previous 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, intrapreneurship
- Certified leadership coach, experienced mentor and chartered engineer.
- Innovation Advisor at L Marks [[www.lmarks.com](http://www.lmarks.com)]
- Coaching for Judge Business School and Invest East
- Meet the team and find out more at [www.downstreaminnovation.com](http://www.downstreaminnovation.com)

Email: [matt@downstreaminnovation.com](mailto:matt@downstreaminnovation.com)