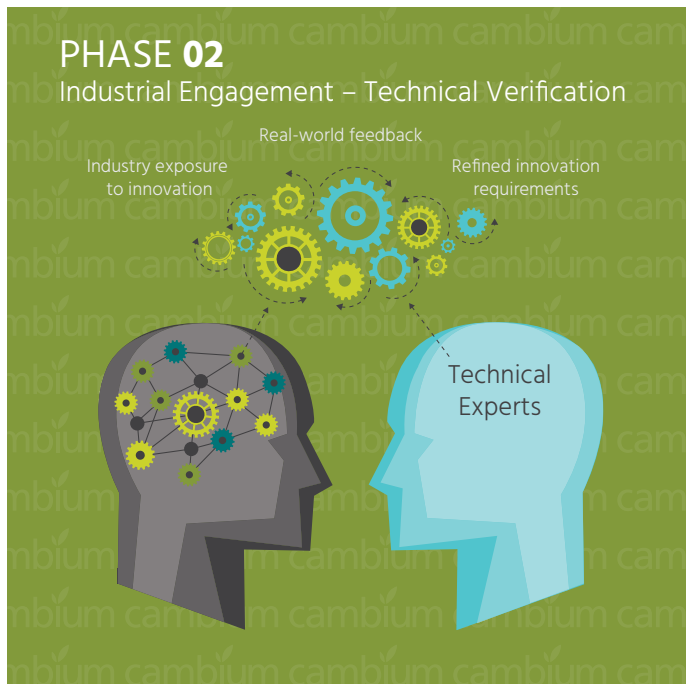
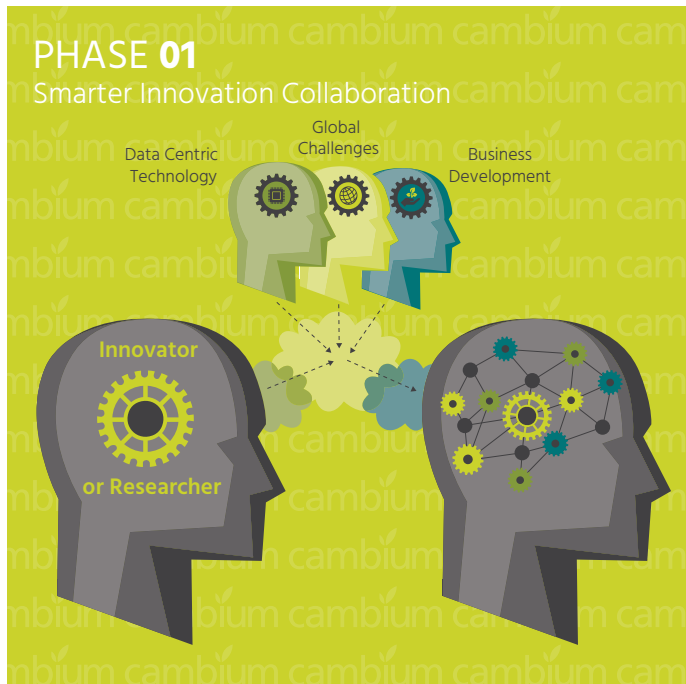
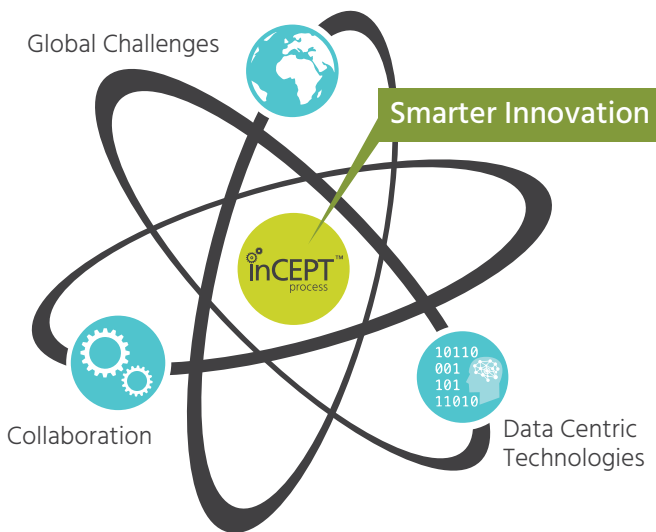




Accelerating Smarter Innovation through collaboration



About Cambium

Cambium is a specialist innovation company focused on supporting innovators to achieve their goals. Built on a decade of practical experience our approach, which we call Smarter Innovation, offers a cost-effective and efficient way to accelerate adoption of your innovation.

Recognising that every Smarter Innovation journey is different, we take the time to listen to your challenges, to understand your goals in detail and to truly appreciate the value and impact of your innovation.

Supporting Smarter Innovation
For us, effectively leveraging key trends is critical to Smarter Innovation. Our experience of the marketplace means that we have a deep understanding of the three critical factors that are driving modern innovation:

From market research, through industrial engagement, to effective business development, our services help you realise the full potential of your ideas from inception to successful commercialisation.

Global Challenges: Promoting solutions that address global challenges and deliver better, more sustainable products and service.

Data Centric Technologies: Utilising 'Big Data' and the disruptive power of advanced technologies to gain insight, support decision making and drive change.

Collaboration: Leveraging the power of collaboration for research and/or commercial organisations to accelerate the adoption of innovative ideas.

Delivering Smarter Innovation Through Collaboration

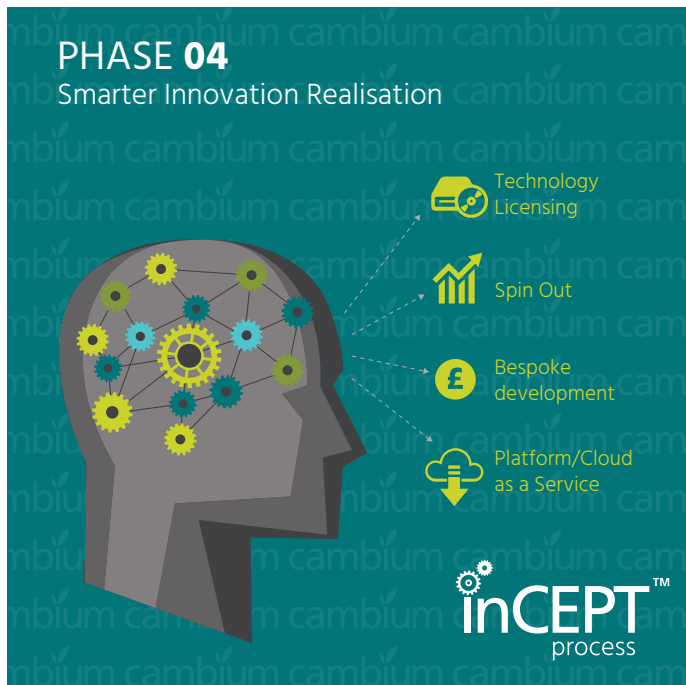
The InCEPT™ process is our tried and tested approach to collaborative innovation. Whether you are a commercial innovator looking to bring a concept to market or a scientist seeking to demonstrate the market value of your research, InCEPT™ offers a highly effective way to accelerate your innovation journey.

InCEPT™ provides a practical framework for connecting innovators with industrial partners. The process brings together key contributors in a transparent yet controlled way to deliver valuable market insight and provide evidence of the real world application of your ideas.

InCEPT™'s unique approach enables the development of innovative ideas in partnership with the potential beneficiaries.

By building trust, transparency and engagement at every stage, InCEPT™ drives faster, smarter innovation that delivers measurable impacts.

- Efficiently connects research scientists, investors, policy makers, innovators and potential users of the innovation.
- Supports open and frank engagement between participants from multiple disciplines and experience.
- Supports the development of various options for the commercialisation of the resulting IP.



To explore how Cambium's services can help you accelerate achievement of your innovation goals, email us at info@cambiumllp.com

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