

# Design and Technology Innovation

## Medical product design Engineering development Emerging technology survey Technology Transfer and Partnering

For 25 years Maddison has been designing new technology medical products for global markets, establishing an excellent reputation.

With a blend of user insight, design and engineering skills we can bring a wealth of experience to bear on a problem. Our broad background gives us opportunities for the cross fertilisation of ideas.

Specialising in:

- **Design of medical and scientific products**
- **Engineering problem solving**
- **User interface design**
- **Technology transfer and partnering**
- **Emerging technology survey and research**

## Contact

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VIVACTA: POC diagnostics

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# Industrial Design and Engineering

Our start point is usually to understand the user and the product environment, both physical and commercial. We devise a new design language in partnership with our clients or adapt elements of an existing one.

Complementing an ability to design iconic and aesthetic designs is our prowess in solving engineering problems, underpinned by our methodical approach to the preparation of manufacturing data.

For medical products in particular the bewildering variety and complexity of the clinical environment inspires us to design products which communicate function and can be used intuitively. We strive to make our products elegant, simple and easily understood. We use our ingenuity to deliver improved functionality and reduced cost.

Specialisms:

- **Point of care**
- **Intuitive, easy to use products**
- **Designs appropriate to market**
- **Disposable diagnostic products**



Zilico: Cervical cancer diagnostics

# Technology Transfer and Partnering

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Product Design

Maddison has a long track record helping start-ups to realise their potential and David Maddison has pioneered the role of the designer in the technology transfer process.

## Design in Technology Transfer

In 2006 David worked with ISIS, the Technology Transfer Office (TTO) for Oxford University, to mentor 3 physical science projects. The project was shadowed by the Design Council and formed the template for their programme 'Innovate for Universities'.

In June 2010 David Maddison became 'Designer in Residence' at UMIP, the TTO for Manchester University, and MIMIT, a regional federation of teaching hospitals and universities identifying and meeting unmet needs. He works with a range of research groups and start-ups to shape strategy, spot problems and target opportunities.

Groups and companies navigating the process of setting up a business in unfamiliar territory value Maddison as a mentor. We can supply user, product design and market perspectives which can be missing from the experience and skill-set of an early start-up.

## Partnering

With such a central role in one of the foremost centres of medical and high-tech research in the UK, Maddison is well placed to make connections between industry and academia.



Maddison Technology Transfer Partners

# Emerging Technology Survey and Research

## Emerging Technology Survey

Very often a client may want to survey emerging technology:

- To identify disruptive technologies on which to base future products.
- To overcome shortcomings of current products.

We use our excellent links with technology transfer offices around the world to identify useful IP and evaluate their usefulness. Our clients value the opportunity to remain anonymous and avoid the complications which can ensue from entering into multiple confidential disclosures.

Case study:

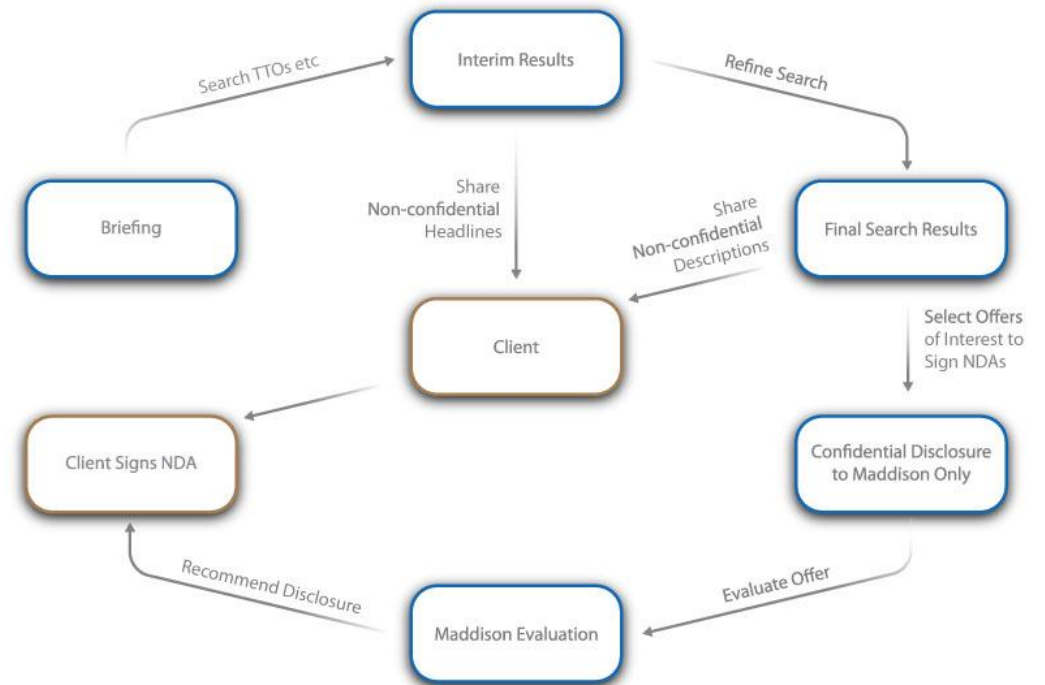
A recent client identified a market which they wanted to enter with an innovative technology. They asked Maddison to identify a disruptive technology which would underpin this ambition. We questioned contacts, databases and Technology Transfer Offices to create a list of technologies which might be relevant.

With our client remaining in the background (and not party to confidential information), we made enquiries, signed CDAs and prepared an evaluation which might give our client the advantage they were seeking. A major development project is now underway to transform a ground breaking technology from Cambridge University into a market leading product.

## Research

Maddison offers a varied suite of research services, including:

- Desk research – understanding markets and issues.
- IP landscaping – mapping and summarising patent activity.
- User research – with users, patients and clinicians anywhere in the world.



Emerging Technology Survey Process

## Maddison Client Portfolio

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Product Design



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