



5<sup>th</sup> Smart Grids & Cleanpower Conference  
5 June, Cambridge  
[www.cir-strategy.com/events](http://www.cir-strategy.com/events)

**SOLUTION-NEUTRAL STRATEGY**

WE CAN HELP! © CIR STRATEGY 2012 - JUSTIN HAYWARD



#SGCP13  
Tweets  
OK

5 November iWATER&iHEAT 8<sup>th</sup> Conference here

5 November HVM Graphene Conference here – showcase since 2002  
But the first time we've focused on this material!

# WHAT?

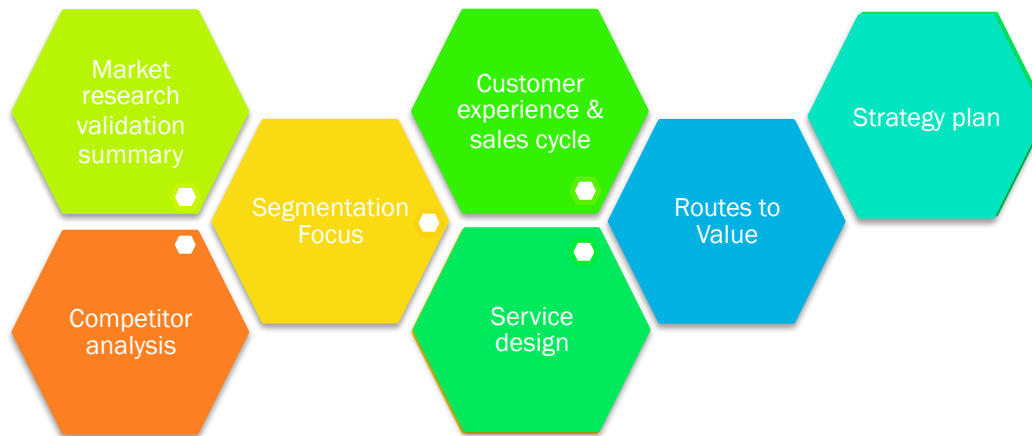
We can

- Listen
- Market
- Sell
- Prioritise opportunities
- Get proof
- Analyse
- Design services
- Find routes to market
- Do diligence, find funding
- Give financial PR, ...



We look to add value far in excess of our costs

# EXAMPLE PROJECT PLAN



Q3 2013

Q4 2013

Q1-2 2014

Work towards manufacturing/services capability →

Building & extending relationships with key partners (value networks) →

CIR to provide the foundation for client to grow through a focused strategy based upon company values, market-validated key segments, competitor analysis, customer and sales cycle analysis, value proposition & business case, service design, and routes to value™ (RtV Ltd).



**BUSINESSWEEKLY**  
THE VOICE OF EUROPE'S INNOVATION CAPITAL - THE EAST OF ENGLAND

**Cleantech** magazine

**Clean Capital**  
Growth Equity Advisors

**cleantech**  
businessnews

**SmartGrid**  
careers.com

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conference

# ARM®

love  
every  
drop.

anglianwater

**cyan**

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**alertme**

**AUTODESK**



Rigorous process

**CIR Strategy**

**Trilliant**

**NPL**  
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**Centre for  
Carbon  
Measurement**

**energy  
saving  
trust**

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Inspire the Next



**iWATER-HEAT Conference 2013**  
**HVM Graphene Conference 2013**

5 November 2013, Cambridge, UK  
[www.cir-strategy.com/events/register](http://www.cir-strategy.com/events/register)

# SliceMap

The World's Technology Businesses in your Pocket  
Muting the Search Noise  
Tap for Tech





# What?

