

New Early Stage Innovation funding from Innovate UK

Innovate UK have launched a **new funding** stream, called **Design Foundations** which focuses on helping companies with **early-stage** design work through collaborating with experienced design teams like Maddison Product Design. The call opened on 9th January for up to 70% funding for projects up to £100k.

The fund has a strong emphasis on building **new relationships** and **collaborations** to create user-centred, rather than technology-led products.

At **Maddison** we are frequently **helping innovators** to design completely new kinds of products which often changes the way people work. In the **early stages** of the project we are trying to **understand user needs** and our clients are often trying to engage with investors and other stakeholders. However, it can be difficult for people to imagine a product which doesn't yet exist. So we create **concept visualisations**, - an 'artist's impression' of the future product, often shown in context. Having developed many products, our designers can quickly put together a convincing portrayal of how a product might appear, illustrating details which showcase particular features.

Our clients get to tell a better story about how their technology will add value to users lives.



Product render with stock image



Render visualization

Visit the Innovate UK website for more information.

<https://ktn-uk.co.uk/articles/design-foundations-helping-companies-with-early-stage-innovation>

Maddison have considerable experience and success in applying for government funding, including winning grants with i4i, SBRI and Innovate UK. We are happy to collaborate with Universities, start ups and SMEs in putting together and writing the grant application, so please contact us to start a collaboration.

Visit our website (www.maddison.co.uk) or call Patrick Hall 01798 865711