

ICEPHONE

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ANDREW MULFORD, ICEPHONE



Describe your current business

We make hardware and software products for the mobile phone which are aimed at the emergency services, the military, world travellers and people who may need access to medical assistance in remote areas.

The software, iCE Aid, is designed to assist anyone, anywhere in the world affected by a medical emergency. The software package reduces the time to receive appropriate treatment – the critical factor in emergency medicine. It has three main functions:

- Provides step by step emergency first aid software to lead you by the hand and show you what to do and how to do it.
- Automatically records what has been done and compiles a handover report to give to the emergency services
- Holds your medical records in a safe and secure fashion

What makes you innovative/unique?

We have a completely unique and innovative form factor for the phone which allows it to change shape to suit the task. It unfolds into different configurations and becomes a micro notebook which means you don't have to carry a laptop. It's a 3G phone and provides wi-fi and blue-tooth giving access to the internet. The phone also comes with a GPS system for mapping. It's the only phone in the UK which is authorised by the Red Cross, St John's Ambulance and St Andrew's Ambulance.

www.icephone.com



ICEPHONE CASE STUDY

“ As a result of supply chain management advice from Wireless Innovation, we have now recruited 2 additional staff, with a further 3 to follow. ”

Who are your key clients?

Our prime clients are world travellers, backpackers, the emergency services and the military.

Where do you feel Wireless Innovation have added value to your business?

I would say Wireless Innovation added value from the start with early product specification advice around both hardware and software, which helped shape the product. They also linked us to third party developers, SKF and Shore Design. Wireless Innovation has been instrumental in getting us in front of Nokia and Google who we are currently talking to about partnering.

And finally, and most importantly, Wireless Innovation also provided us with industry knowledge of the market space that we are in, particularly in the area of supply chain management which was one of our weaknesses.

Which service/advice has been the most valuable to your business?

Without doubt the introduction to third party developers and the business advice for supply chain management have proved most important as we outsource a significant proportion of our development so it is crucial that we have a good team that we can rely on.

What impact has it had? (did it change your business model and if so, how?)

The help we received on supply chain management from the Wireless Innovation team made us aware of a gap in our knowledge. To address that gap we have recruited two additional staff, with a further three to follow, so this has been an excellent piece of information for our business.

Were there limitations in the support you were offered from Wireless Innovation?

The only limitation would derive from us always wanting more help and advice, but obviously there is a limit to how much the Wireless team can provide.

Where do you see the future growth potential of your business?

The company is still pre-revenue so I am keen to keep our sales projections at a reasonable level. However we have written agreements from a number of distributors which means we currently have interest which is eight times the sales projections we have made in the business plan. This interest has been expressed by distributors of consumer mobile phones and those who specialise in supplying the emergency services and the military.

Will you continue using the services of Wireless Innovation in the future?

Absolutely. Wireless Innovation has been of great benefit to us in the early stages of the company and we would anticipate they will continue to be of benefit to us as we grow.