Helping technology start-ups expand their professional network

The most valuable resource in the world is time. The ESA BIC Harwell is supporting award-winning start-up company iGeolise in developing a new online application, ‘Travel Time’, which will revolutionise the way in which people search for any geographic location online.

The challenge

iGeolise is a start-up company that has created an innovative online platform which allows people to filter searches for geographic location by time rather than distance. The best way for iGeolise to market this technology was to become a business to business (B2B) company, but raising a company profile to the right audiences and markets can be both challenging and expensive for small businesses. As a busy high-tech start-up operating in the B2B market, iGeolise wanted to build their network of contacts with specialist expertise and needed to identify a method to significantly raise awareness of their company and attract customers.

The solution

The ESA BIC Harwell, managed by the Science and Technology Facilities Council (STFC), is part of a strong high-tech innovation community which is home to many world-leading research organisations and commercial companies. This environment has surrounded iGeolise with new prospects to explore which have enabled their company to grow. Through their incubation at the ESA BIC Harwell, iGeolise has had many opportunities to gain exposure to a broader audience at high profile showcase and network events and through external visits to the Centre and wider Harwell Oxford campus.

The benefits

The combination of ambition, drive and the support provided by the ESA BIC Harwell has seen iGeolise gain valuable contacts, expand their network and secure strategically important customer contracts including one with the UK’s largest estate agency group.

During their time at the ESA BIC Harwell, iGeolise has been able to introduce themselves to a range of potential new investors and key government stakeholders.

About us

The ESA Business Incubation Centre Harwell (ESA BIC Harwell) provides entrepreneurs and start-ups with access to funding, technical expertise and business support to transform space technologies and systems into vibrant non-space businesses.

Part of ESA’s thriving Europe-wide network of Business Incubation Centres, ESA BIC Harwell is managed by the Science and Technology Facilities Council (STFC) and draws on both organisations’ outstanding track record in business incubation – providing a unique environment perfectly engineered to accelerate innovation and unlock commercial potential. Each year we support up to 10 start-ups working in sectors including healthcare, energy, agriculture, digital technology and defence.

www.esa-bic.org.uk