CASE STUDY

Innovation voucher for start-up - JALU Ltd

JALU Ltd is a small start-up that develop tactile and modern lightening for all types of living areas. The two Directors have many years of business innovation experience, but were in need of someone who could validate their prototype’s new design.

The company approached the University for assistance and Alec Machin, a recent product design and manufacturing graduate, was put forward by his supervisor, Simon Harrison, to review their existing options. A collaboration soon took shape and Alec was able to propose different ways to incorporate the LED lighting and optimise the fixings between components.

Alec worked predominantly from home this summer, hand drawing the 3D designs and implementing a structured process that helped the JALU Directors’ break down their thought process into logical stages. Co-director, Juliet said that this transfer of knowledge and appropriate techniques will allow the company to be much more efficient; streamlining their processes and cutting costs.

Alec is now working with his own start-up and feels that working with JALU has given him valuable experience in interacting with clients remotely and having to rely on descriptions to communicate designs effectively; skills that are vital for businesses that are increasingly multinational. His expertise in product design is allowing JALU Ltd to come to independent but well- ADVISED decisions regarding their up and coming products and has provided them with an invaluable structure by which they can develop new prototypes in the future.