

1941 – Framework for the Provision of Market & Technology Intelligence

1 Introduction

In order for CPI to provide its innovation services effectively, CPI needs up-to-date intelligence on the markets and technologies that are relevant to CPI. This information will be used to inform decisions within functions such as: Strategic Marketing, Business Development, Bid Writing as well as business unit and business strategy. For this tender, we are specifically interested in the provision of market and technology intelligence/research that will support CPI's electronics (printed electronics and flexible hybrid electronics) and photonics capabilities/business units. More information on these capabilities can be found at these links:

Flexible hybrid electronics - <https://www.uk-cpi.com/capabilities/flexible-hybrid-electronics>

Printed electronics – <https://www.uk-cpi.com/capabilities/printed-electronics>

Photonics - <https://www.uk-cpi.com/capabilities/photonics>

CPI would like access to an online database of relevant and up to date market reports along with a way to access recent news and relevant company and technology profiles.

2 Background Information

CPI works across a number of markets which currently are:

1. Pharmaceutical (including biopharmaceuticals)
2. Food, Drink and Nutraceuticals
3. Speciality Chemicals and High-Performance Materials
4. Agritech
5. **Logistics and Packaging**
6. **Consumer Electronics and Home Appliances**
7. Automotive and Aerospace
8. **Medtech**
9. Construction
10. Energy

CPI currently works in the following technical areas:

1. Therapeutic Biologics
2. Industrial Biotechnology
3. **Photonics (including for healthcare)**
4. **Printable and hybrid electronics**
5. Formulations and materials chemistry

6. Graphene and nanotechnology
7. Digital and data

CPI requires up-to-date market intelligence which includes market sizes, technical information, relevant companies and recent developments within the market. For this tender, the priority areas where we require specific, in-depth, market and technical knowledge are highlighted in bold above. CPI will use the information within these reports to (for example):

- Support its applications for public funding (such as Innovate UK or Horizon 2020 collaborative research and development programs).
- Develop business unit and CPI strategy
- Understand market needs and market drives and link these to CPI's capabilities to develop value propositions
- Understand which companies are active in markets that CPI could engage with for commercial or public funded opportunities
- Target companies for discussion with CPI to for commercial or collaborative research and development opportunities

3 Technical Scope

CPI would like to have access to a repository of market and technical reports as well as up to date (technical and market) news, company profiles and market forecasts.

The requirements are:

1. Scope of market intelligence services (and technical information) as encompassing the markets and technologies identified in *2-Background Information*.
2. Scope of market intelligence services (and technical information) as encompassing the technical areas defined in *2-Background Information*.
3. Enterprise licences, available to any and all of CPI's staff including consultants and secondees (circa staff 450 at present). All staff to be able to have their own login to the system and to be able to view reports and news etc online.
4. Unlimited views/downloads of any/all reports within a 12-month period
5. Market intelligence to be as up to date as possible
6. Email and telephone support to locate information and reports
7. Analyst support to understand technical details in reports (ad-hoc, where report may not be clear)

CPI would like access to as many reports as possible, for consistency, please quote for 20, 25 and 30 reports.

As additional requirements – CPI would like to have the option of using market and technical analysts to support CPI's market and technical understanding of the markets and technologies identified in 2-Background Information. CPI would like the tender response to include analysts time as an optional extra. This would be to enable deep understanding of the data in the reports and also to tailor information to CPI's needs for target markets.

4 Additional Requirements

4.1 Delivery

This service will be provided as an online portal that is accessible from any internet enabled device (such as a PC or Mac). This service is required in January 2021.

4.2 Milestones

Payment milestones will be stipulated upon Purchase Order dependant on CPI's project requirements.