



Expert-led, hands-on support that takes individual research projects from promising idea to pilots to a sustainable venture.

Market Challenges

Too many promising projects stall between research and market.

Not from lack of potential, but from lack of dedicated supported and real market validation.

Our Solution

We work directly with researchers to identify their value proposition and the commercialisation pathway best suited to their project.

We give your team the specialist resource to move projects forward without diverting internal capacity.

3 PROGRAMMES TO DRIVE VENTURE SUCCESS

Discover

Identify key project stakeholders

Develop value proposition

Identify commercial pathways

Initial customer pitch

Validate

Intensive validation with 10+ potential customers and partners

Develop and refine business model

Secure pilot or first sales

Go-To-Market

Build a customer pipeline

Refine business strategy

Develop operations to support scaling

Build a sustainable revenue model

Optional Business Platform: Pre-Incorporated Trading

Ventures not ready to spin out can trade through Kindling's platform to build customer pipeline, test their offering and gain revenue.

Retained Earnings Control

Keep and reinvest revenue within platform

Risk-Free Market Testing

Validate commercial viability before incorporation

Simplified Legal Setup

We handle contracts and invoicing complexities

1,000+

Researchers trained

4

National & regional programmes

100+

Spinouts created

120+

Organisations supported in UK & Europe

Discover

Ideal for projects that need support in getting started and identifying commercial pathways.

- 1-to-1 sessions with dedicated commercialisation expert
- Develop value proposition and test it with key stakeholders
- Identify commercialisation pathway best suited for project
- Develop a pitch deck for first sales

Full programme available upon request

Validate

Ideal for projects that need end-to-end support to reach new audiences and sales traction.

- 1-to-1 sessions with dedicated expert for your target sector
- Refine value proposition and develop business model
- Intensive market validation through 10+ customer conversations
- Secure first contract via customer-led pilot

Full programme available upon request

Go-To-Market

For validated projects that have secured their first client and are ready to focus on strategy and long-term sustainability.

- Ongoing 1-to-1 support from a dedicated commercialisation specialist
- Build GTM toolkit: sales deck, brochures and marketing strategy
- Develop roadmap for reaching sustainability beyond POC funding
- Focused strategy sessions: business model refinement, product or service positioning, pitching for investment or sales
- Create a sustainable sales engine – support with sales meetings and building a customer pipeline

Full programme available upon request