**techUK Tech for Government**

**Market Engagement tools**

#ThreePointPlan

“Early engagement allows the marketplace to better prepare for future demand and levels the playing field for UK based suppliers. A genuine two-way conversation with a diverse range of suppliers gives maximum opportunity for success.”

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**Better engagement**

Only 18% of civil servants believe there is sufficient pre-procurement engagement

**Better information**

Only 19% of civil servants said they have access to a wide range of suppliers

**More innovation**

More than 80% of civil servants found contact with suppliers before, during & after the procurement useful.

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**Contact**

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1 Procurement for Growth, HM Government, May 2013  
2 techUK Civil Servants Survey 2015
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<th>Tool</th>
<th>What is it?</th>
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| **Industry Briefing** | • Opportunity for the public sector to engage with the whole of the tech market in a neutral environment  
                           • Providing the market with information on the public sector body’s strategic objectives or direction | • Roundtable, workshop, seminar or a briefing to a large audience, followed by informal networking | • Connect with a diverse mix of tech suppliers, large and small  
                           • Engage in a genuine two-way dialogue with the tech market as part of an early market engagement |
| **Concept Viability** | • In-depth pre-procurement market engagement with the whole of the tech market in a neutral environment  
                           • Shape the design and roadmap for the transformation or for specific procurement opportunities or projects in the pipeline | • Presentation from the procuring authority followed by Q&A and informal networking  
                           • Breakout sessions with suppliers discussing a set of questions  
                           • Industry feedback, compiled into a neutral report | • Connect with a diverse mix of tech suppliers, large and small  
                           • Get feedback, ideas and better visibility of risks from the market on all aspects of the project, from tech to commercial, as part of the pre-procurement process |
| **SME Town Halls**    | • Platform for SMEs and Government to connect  
                           • Opportunity to raise awareness of public sector business opportunities for SMEs (direct or indirect route) | • Run jointly with the Crown Representative for Small and Medium Enterprises (SME)  
                           • Keynote, followed by panel debate and Q&A, followed by informal networking | • Networking opportunities  
                           • Provides a platform for SME members to discuss their experiences of supplying technology directly to Government and gain market insight  
                           • Helps Government promote opportunities to SMEs |
| **Innovation Den**    | • Opportunity for the public sector (and/or primes) to seek innovative solutions and address real business challenges  
                           • Provides access to UK based SMEs and better understanding of the innovative technologies available in the market | • Pitches from SMEs to a panel of public sector buyers (and/or primes) on a predetermined topic or a set of challenges  
                           • Includes informal networking | • Access a range of innovative SMEs  
                           • Test new ideas in a risk-free environment  
                           • Identify potential innovative cost-effective solutions to business challenges |
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<td>Open Innovation</td>
<td>• Connecting the ecosystem of suppliers to the public sector tech market</td>
<td>• The format can be flexible and is shaped based on the specific requirements of the Open Innovation Partner</td>
<td>• Identify a wide range of potential partners to respond to specific business challenges or innovation requirements</td>
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<td>Snacks &amp; Sips speed networking</td>
<td>• Targeted networking event for anyone with an interest in the public sector</td>
<td>• 30-second pitches from participants on what they can offer and what they are looking for</td>
<td>• Identify and connect with a range of potential partners in the public sector market (companies, large and small and civil servants)</td>
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<td>Pitch-fest</td>
<td>• Opportunity for start-ups and SMEs to showcase their capabilities to industry and global experts</td>
<td>• One-day company pitch-fest • Follow-up opportunities for the finalists such as presenting and/or exhibiting at conferences</td>
<td>• Improving profile and connecting with potential partners (e.g. past pitch-fest winner won “The Most Innovative Cyber Security Company of the Year”)</td>
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<td>techUK Innovation Forum</td>
<td>• Opportunity for the Ministry of Defence (MOD) to tap into the UK tech market and understand the options available to innovate and respond to specific requirements / business challenges within Defence</td>
<td>• A series of quarterly innovation challenges and briefings, set from MOD • Opportunity for companies to embed and demonstrate tech to MOD stakeholders in a live setting to respond to these challenges</td>
<td>• Testing innovative, cost-effective solutions for the defence market in a risk-free environment • Industry guiding and assisting with Defence’s innovation direction and realisation</td>
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<td>techUK Techmap</td>
<td>• Mapping out the technology opportunities across the UK in specific tech industry sectors (e.g. cyber, health)</td>
<td>• An online map of all tech companies with capabilities in a certain tech industry sector</td>
<td>• Providing a consistent view of all the tech market opportunities across the UK</td>
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