

The logo for techUK, with 'tech' in white and 'UK' in blue, set against a background of glowing blue gears and circuitry.

**tech<sup>UK</sup>**

# **Concept Viability Facilitated Industry Engagement**

**“ENGAGING WITH THE MARKET BEFORE STARTING THE FORMAL PROCUREMENT PROCESS IS BEST PRACTICE AND HELPS TO MAXIMISE VALUE FOR MONEY FROM THE RESULTING PROCUREMENT.”**

**CABINET OFFICE PROCUREMENT  
POLICY NOTE, MAY 2012**

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**techUK's Concept Viability service provides a managed and facilitated service for engaging the right companies and the right people from the tech market for effective pre-procurement engagement.**

**It enables the client to seek industry expertise and guidance, allowing them to explore and test new ideas, in order to ensure the best outcomes from the application of technology, and value for money from any resulting procurement.**

The Concept Viability service is applicable through all stages of the project lifecycle from idea through to procurement and enables early advice from the tech market in a confidential, controlled and fair way, before committing to a particular approach.

As a mechanism for providing effective market engagement, Concept Viability is considered best-practice. It is a comprehensive process that includes an intense, facilitated engagement event, and results in an independent report on the official industry view.

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## **Each Concept Viability is tailored to meet specific client needs and typical outcomes sought might include:**

**Informing** – A platform to inform and engage industry in two-way dialogue.

**Concept Testing** – Share ideas or developments with industry early to get their views to validate or challenge thinking.

**Solution Options** – Set challenges relating to business problems, understand how the market can help contribute to solutions and where there are opportunities to exploit proven technologies and/or deliver innovation.

**Understanding New and Disruptive Technologies** – Consider the implications and opportunities of new technologies and their relevance and the options for future business change programmes.

**Reducing Procurement Risk** - Provides early visibility of risks and challenges, including technical and commercial aspects, and demonstrates a mature procurement approach.

**Encouraging Industry commitment** – Understand the industry's appetite, understand their qualification drivers, encourage their engagement and provide an environment to facilitate potential partnerships.

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## The Concept Viability Process

### Preparation

- techUK works with the procuring authority to shape the invitation mechanism and pre-briefings, format of the event, and intended goals of the day.
- techUK takes full responsibility for the promotion and administration of the registration process to techUK members as well as the wider tech community.

### Events and Workshops

- Events are generally held over one day using techUK's offices. We provide all necessary resources including welcoming, facilitators, scribes and catering.
- Events are tailored to suit individual client needs but generally to maximise industry input, include brief client introductions, Q&A's and facilitated workshops.

### Output

- Output from workshops is recorded, follow up questions are sent to attendees and all information is consolidated into a written non-attributable industry report. This report provides the client with the industry view of the matter, to inform their decision making and to help justify their final approach.

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## Attendees

A successful event requires the right people in the room. Suppliers of all sizes are invited to apply to attend events but are expected to have relevant capabilities. They are asked to complete a pre-registration clearly articulating their business competences, why they wish to attend and the skill sets of potential attendees. This allows filtering of attendees particularly where events are over-subscribed. Event sizes can range from 10 to 100+ attendees.

## More than 150 Concept Viability events to date

To date, we have held more than 150 events on projects and programmes by central government, local government and other public bodies, including:

Department for Work and Pensions | HM Treasury, Home Office | Land Registry | Ministry of Defence | NHS England | NHS Wales | Suffolk County Council | Metropolitan Police and Transport for London | Foreign and Commonwealth Office | Department for International Development and British Council.

## For more information

To find out more about how we can support your market engagement strategy please contact:

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**techUK represents the companies and technologies that are defining today the world that we will live in tomorrow.**

The tech industry is creating jobs and growth across the UK. 950 companies are members of techUK. Collectively they employ more than 700,000 people. These companies range from leading FTSE 100 companies to new innovative start-ups. The majority of our members are small and medium sized businesses.

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