



2nd Vehicle 2 Grid Conference

Electric vehicles for the renewable city

From Dream to Reality

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Introduction

Productiv works with Technology Developers to take their ideas from technology through to product launch. We work alongside the Technology Developer to research the market, develop the product, build the supply chain, engineer for volume production and ultimately, we can build the product in quantities of up to 20,000 units per year. We have helped Technology Developers to advance their product and create their organizations, enabling them to build a successful business from their ideas.

Aim

New technologies often have difficulty being adopted in the market even though they perform flawlessly. This is often because the technology is not exactly what the customer wants. It might fulfil a technical need but some other aspect makes it difficult for the customer to integrate seamlessly into their product line. Productiv places a focus on getting early customer feedback which steers the product development process and increases the 'investability' of their companies.

Expected deliverables

I will demonstrate our approach to gaining early market feedback which is invaluable for focusing product development and confirming the market for the proposed product.

Required partners

We are seeking Technology Developers who wish to develop a product and enter volume production. We also have a range of new products which are suitable for the automotive and energy industries and we are keen to find partners and customers who wish to develop a competitive advantage. _____

More information / Website

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