

Success Stories

DEMAND Hub is an ERDF-supported programme, hosted at the University of Birmingham, for the Black Country, Greater Birmingham and Solihull, Coventry and Warwickshire, and Stoke-On-Trent and Staffordshire LEP regions.

The programme has the overarching aim of helping companies in the healthcare sector and wider supply chain to innovate and get to market faster, cheaper and with less risk. To help deliver on that aim, the DEMAND Hub project provides the following support:

1. Strategic planning for healthcare product development
2. Validation and commercialisation
3. Technician and Lab support
4. Clinical Studies and Trials guidance



Moi Therapy Ltd

Challenge

Translation of ideas: lack of knowledge and available advice needed to finalise product design and move to product launch.

Solution

Product evaluation: specialists evaluated the idea, features and ease of use according to their skills and experience. A full analysis and report directly influenced the design and use efficiency of the product, with the company officially launching in November 2021.

The assistance from the University also aided the decision to manufacture from recyclable materials and provide confidence that the device is effective without the need for power supplies.

Moi Therapy Ltd have developed effective pocket-sized massage tools that provide instant relief to the body. The product has been designed inclusively and is suitable for all ages and athletic abilities.

“The research, findings and reporting were vital to Moi Therapy Ltd’s goals and [we] used this knowledge to create a multi-purpose muscle massage tool. The assistance helped our decision to produce from recyclable materials, confident we could be effective without the need for power, shaped to be effective, robust and safe to all users”.

Wayne McDonald
CEO, Moi Therapy Ltd