



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

NOURISHED

Challenge

Clinical trial research: accessing professional clinical trial setup and requirement advice. Identification of key areas where customisation of drugs could be of most benefit. Supply chain analysis: understanding the requirements for drug delivery supply chains and conventional methods of manufacture in order to better understand how supply chains currently function and how potential test models could fit within the existing supply chains.

Solution

Clinical trial research: drawing on expert advice from project team staff to provide information and support around clinical trials. For example, introducing the company to programmes and opportunities within the university and hospital group. Supply chain analysis: producing supply chain analysis reports to further company research into the best strategies for scripted ongoing development.

Nourishing the mind and body with nutrients can help create a more balanced way of life whilst vitalising our appearance and wellbeing.

“Working with the University has helped us connect with and gain advice from knowledgeable professionals regarding several aspects of our ongoing medical endeavours in Script3d, and is a relationship which we hope will continue to grow.”

Melissa Snover
CEO, Nourished