



ST JOHN'S INNOVATION CENTRE

Applied Knowledge – From Idea to Implementation

Cambridge start up Applied Knowledge is seeing positive growth after utilising business support offered by the Inspiration for Growth programme delivered by St John's Innovation Centre.

[Applied Knowledge](#) effectively ensures that strategy doesn't stay in the boardroom and plans don't stay on the planning table, using a strategic planning method to bind together the knowledge that is already in an organisation, with relevant knowledge from elsewhere.

Managing Director Andrew Hatcher developed the product further, creating an innovative planning tool - for entrepreneurs, MAPP. MAPP is a visual mapping process that can provide a simple and easy way to make sense of planning; allowing any plan to be created, communicated, monitored and evaluated simply and quickly.

Andrew Hatcher said:

"MAPP had progressed to a well-structured, innovative product and we needed to focus on what our target market was and how we were going to reach those customers. Taking part in ISMA was exactly what we needed to develop MAPP, at the right time."

Delivered by St John's Innovation Centre on behalf of the [Greater Cambridgeshire Partnership](#), ISMA 360® provided businesses with a vital tool in improving marketing strategy. ISMA offers an online process allowing innovative entrepreneurs to focus on optimising their market strategy, determine the most favourable market sector(s) and simultaneously highlight the requirement of further product development.

Attending the full day ISMA workshop, Applied Knowledge worked with SJIC Enterprise Manager Janette Pallas to look at MAPP in its simplest format in order to answer the common question, 'What should we sell and to whom?' The process questioned initial assumptions and highlighted key target areas for the business.

Andrew Hatcher commented:

"Working through the ISMA process, we were able to build an effective marketing strategy with a clear understanding of our customer needs. ISMA opened our eyes to a wider, and different, target audience to what we first imagined and this has undoubtedly been instrumental in the development of our business."

Following ISMA, Applied Knowledge focused on marketing to specific groups which facilitated in the growth of the business and thus, safeguarded the role of the Operations Director. St John's Innovation Centre referred Applied Knowledge to the Understanding Finance for Business programme and they are now seeing positive growth within the business.

The Inspiration for Growth programme supported 408 Cambs-based businesses through specialist workshops and one-to-one support and created or safeguarded around 100 jobs.



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