



# Environmental Innovation Network



## Ellis Day

Ellis Day Ltd is an innovation focused business with a wide ranging portfolio of patented concepts and technologies. Managing Director David Sykes, is passionate about the commercial opportunities that can result from free thinking and disruptive technologies. Such an approach has led him to develop a range of cutting edge products including the latest, the 'Flood Bag'.

After seeing the recent widespread flooding in the Somerset Levels, David started working on a revolutionary product that would reduce some of the damage done in future floods to vehicles and small buildings. Whilst working on the development for the new product, David was introduced to Nigel Reed

Smith, a Broker with the Environmental Innovation Network (EiNet).

Although David's instinct and experience told him the product would be a commercial success, to help him attract manufacturers to be involved in the



product, he needed evidence of the scale of the potential market for such a product. Through the EiNet, Nigel arranged for the University of Portsmouth to compile a market assessment report of the Flood Bag.



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meet with parties interested in developing the product.

The economic benefit to a successful Flood Bag being manufactured in the southeast will also feed in to the environmental benefits of the reduced carbon emissions not having to replace as many vehicles and building post floods.

The resulting detailed report, specifically aimed at the automotive sector, confirmed David's belief in the existence of a suitable market for his product. The report also provided some very useful industry data to define the size and scale of the market.

The university's market assessment report and the evidence it contained, helped open doors for Ellis Day and enabled it to

**The EiNet is an ERDF programme helping small and medium sized enterprises in the low carbon and environmental services sector (LCEGS) to gain access to University research and business support.**



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