

# partnership

## succeeding through innovation

**Case Study:** Go MAD Thinking and  
De Montfort University

*"The KTP has worked perfectly with real value being delivered from all partners and a great online coaching product being developed. We are now on our second KTP and would recommend it to any forward thinking employer."*

**Andy Gilbert, Managing Director**

### Background

Go MAD Thinking provides a range of personal and business improvement services based on a research informed Solution Focused Thinking system. The company's strategic objective is to increase turnover, and The KTP will ensure developments are in place for accelerated growth.

### Objective

This project formed part of an ambitious business transformation strategy and expansion of the current product range to include a truly interactive, online, personalised coaching/training capability; icheev.

### Company benefits

- The launch of a rich web application offering a comprehensive range of thinking tools
- Creation of a novel revenue stream within the company, anticipated to be in the region of **£300k per annum**
- Creation of an in-house software development team, plus 4 new staff
- Initiation of modern software engineering techniques within the Go MAD team
- Setting up professional software and documentation repositories with versioning software
- Application of search engine optimisation techniques

The key areas of knowledge transfer which helped realise these achievements are **artificial intelligence** techniques for web programming, modern agile software development methodologies, the engineering of complex web applications.

### Associate benefits

The Associate, Antonios Pavlakis received an exceptional personal development programme which included managerial experience and further study at DMU for a PhD.

Antonios designed a personalised online coaching system, established a customer working party, trained staff, and embedded knowledge into the company.



**Antonios Pavlakis**

*"As a KTP Associate this two year project has improved my business organisational awareness, management and software development skills."* **Antonios Pavlakis, KTP Associate**

### University benefits

The success of this KTP has been the establishment of a strong working relationship between Go MAD and DMU, which has provided DMU with a number of student placements.

The successes and lessons learnt from this project will be directly fed back into DMU's learning and teaching experience, allowing future students to benefit from a real life case study.

### Dr Simon Coupland, Academic Supervisor for the project said:

*"Working with Go MAD has been a great experience for us icheev has given us the opportunity to showcase our world-leading expertise in a product which has the potential to be used by a large number of people. Together we have created an excellent product."*

### Partnership outcomes

This highly successful KTP has led to the launch of a rich web application, [icheev.com](http://icheev.com) offering a wide range of thinking tools to paying customers. The artificial intelligence developed by DMU allows the icheev system to give users tailored suggestions and tips according to the information they provide when completing their profile.

### Get in touch

For more information about how we can help your business, call (0116) 257 7028 and speak to a member of the Knowledge Exchange Team, alternatively visit [dmu.ac.uk/ktp](http://dmu.ac.uk/ktp)

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