

# Codeworks DEV: De-Risking Software Ventures



*In partnership with*

BridgeClub

**Thursday 22<sup>nd</sup> April, 2010**  
**5.30pm,**  
**Centenary Suite, Level 2,**  
**St James Park, Newcastle upon Tyne**



Transforming a software idea into a valid and marketable business opportunity can be time consuming and incredibly high risk to existing businesses and usually an insurmountable barrier to many new start ups.

Combining its extensive knowledge, technical expertise and specialist networks Codeworks Digital Evaluation Vehicle (DEV) offers a unique software application prototyping service to North East innovators reducing barriers, time and most importantly risk!

## **What makes DEV unique?**

Codeworks DEV is the only service of its type in the UK and Europe offering:

- Complete Project Management support
- Market research
- Expertise in Prototype design, build and Testing
- Match funded

## **Why should you attend?**

Come along to St James Park on 22nd April, meet the DEV team and understand how the service could work for your business. The ultimate aim of DEV is the de-risking of your software venture in three significant areas:

- 1 - Market Testing: reduce cost and time, find the 'sweet spot' with customers
- 2 - Intellectual Property: Increase potential novelty and security
- 3 - Innovation: Reduce opportunity/cost barrier to the inventor

Along side the DEV team will be three companies who have successfully engaged with the DEV project. Pelaw Packaging, 1DayLater and LamasaTech representatives will be available to discuss their experience and provide inspiration to take the next step.

Unleash your ideas on the DEV team at a "one to one" session during the networking hour. Please state if you wish to participate in a "one to one" session when booking.

To book your free place contact Toni Allen on [t.allen@bridgeclubnorth.com](mailto:t.allen@bridgeclubnorth.com) or call on 0191 230 5742.



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