

JD Horizons - Building an SME Chemicals Business



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Outline of Presentation



- Introduction to JD Horizons
- Business Model
- Challenges
- Achieving Success
- Conclusions





Introduction to JD Horizons

- Company incorporated in 1998
- Speciality chemicals for oil industry markets
 - Primary focus on E & P sector
- Business portfolio
 - FlowSolve™ - Additive Technologies for Flow Assurance
 - Prosolve™ - Project Management & Business Services
 - Data Solve™ - Market Reports
- Launched new product line in 2003
 - Technology licence ex BP
 - Dispersants to prevent asphaltene deposition & fouling
- Growing FlowSolve™ sales to worldwide markets
 - UK, Europe, USA, Canada, Mexico, N. Africa & M. East
- Additional technology platforms in development
- Multi £ million turnover ; Staff ~ 2 MY



Business Model



- Highly specialised business portfolio
- Minimal physical & people assets
- “Acquire” and develop technology for niche markets
- Focus on technology & marketing
 - Outsource and project manage
- Growth via business partnerships
 - Manufacturing and sales/marketing
- Build value of technology assets
- Maintain company control
 - Finance new developments from cash flow
- Exit strategy - divest technology assets



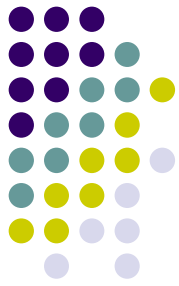
Challenges



- How to survive and grow in a global market?
- How to grow company image & reputation?
- How to manage finances & cash flow?
- Where to acquire unexploited technology?
- How to find marketing & manufacturing partners?
- How to build a global supply chain?
- Where to find credit & insurance?

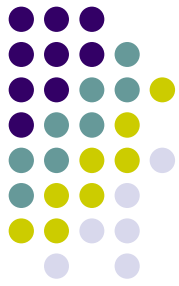


Achieving Success



- Write a business plan
- High intensity networking
 - Worldwide customer/supplier contacts and industry events
- Leverage key business relationships eg BP
- Identify SME funding eg SMART Award
- Critical selection of business partners
 - Image enhancing relationships
 - Quality & reputation not lowest cost
- Internet marketing - www.jdhorizons.com
 - Key company and product information available to download
- Transparency
 - Describe business model, strategy and activities (but protect IP)
- Establish positive financial reputation
 - Profitable, pay bills on time, win-win with partners

Conclusions



- Stick to the business plan
- Manage the financials
- Build an extended business team
- Act like a large company
- Grow company reputation
- Build technology asset value
- Pursue profit not revenue
- Keep the shareholders happy
- Define an exit strategy
- Ensure a balanced lifestyle - HAVE FUN!

