

Digital Catapult  
**Business Growth  
Service Catalogue**



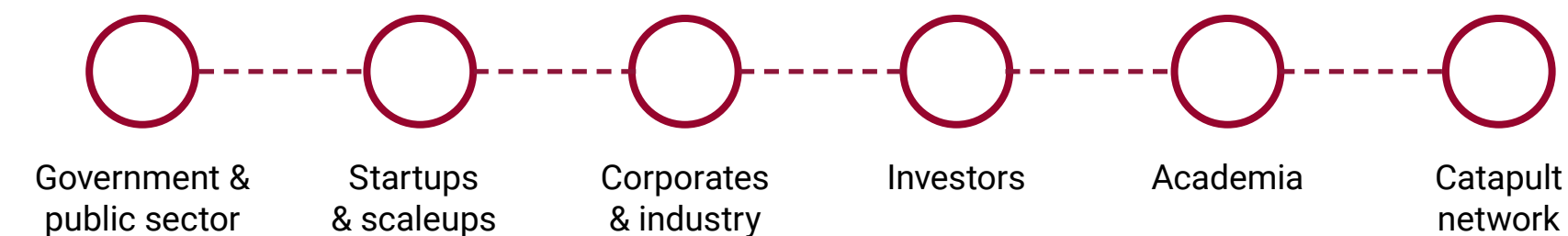
Who are we?

**Digital Catapult is a deep tech innovation organisation.**

**We drive business value by accelerating the practical application of deep tech.**

Part of the Catapult Network.

WHO WE WORK WITH:



We help businesses to translate tech innovation into products and services that will **transform key industries, increase productivity and secure the UK's future global competitiveness.**

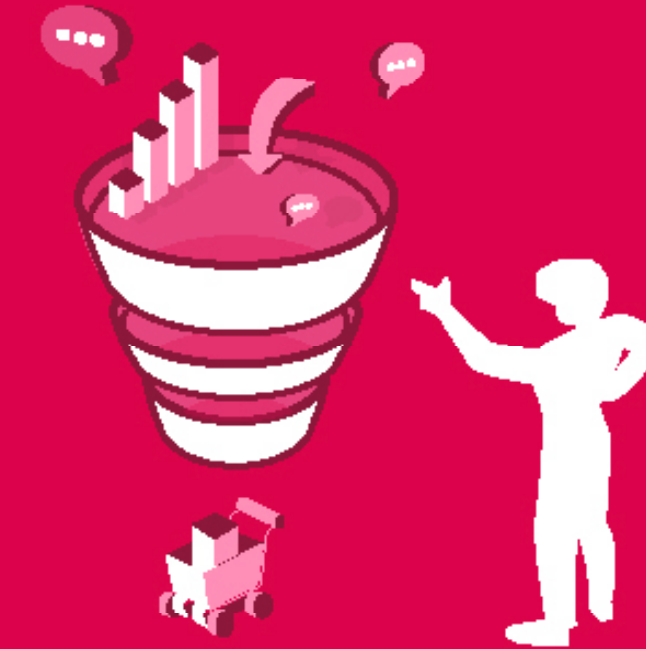
# Business Growth support at Digital Catapult

Digital Catapult empowers SMEs to exploit innovation, expand into new markets, and scale with confidence.

Through our business growth services, we support companies with forward-looking insights, connect them to world-class industry networks, and offer access to highly skilled experts and advanced testing facilities.

Whether you're refining your customer segmentation, validating technology, or planning your commercialisation strategy, we provide the expertise, resources, and partnerships to help you grow faster and smarter.

## Commercialisation



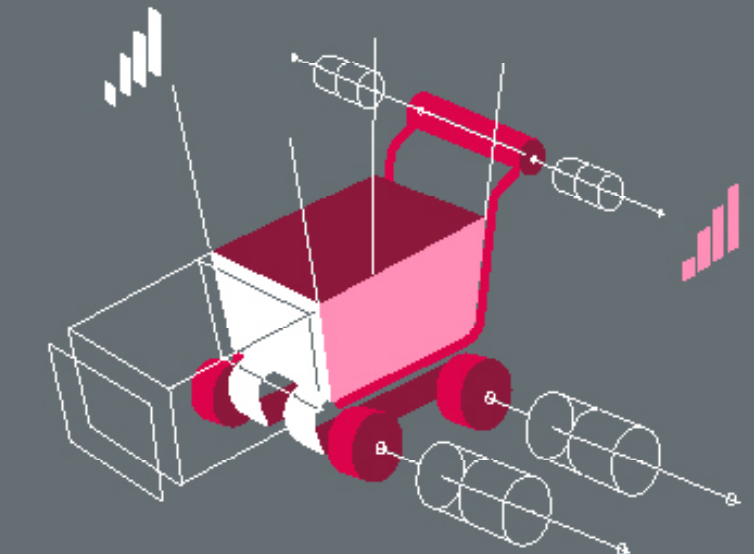
## Artificial intelligence



## Design



## Productisation



## Facilities access



## Supply chain readiness

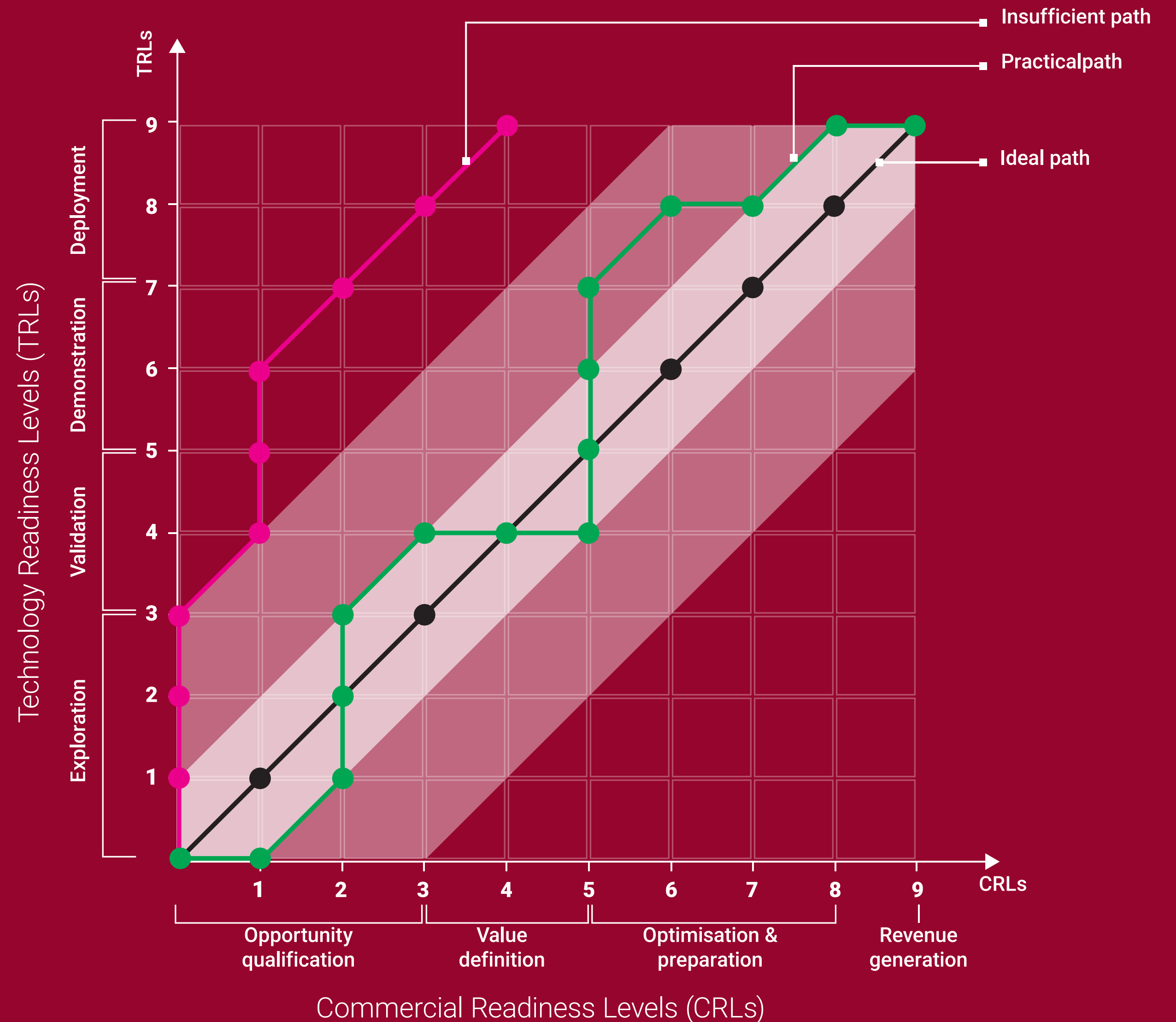


# TRL-CRL Framework

Integrating Technology Readiness Levels (TRLs) with Commercial Readiness Levels (CRLs) provides a framework for advancing both the technical development and market readiness of a technology.

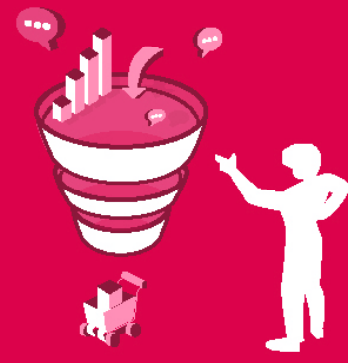
The maturity paths depicted in the image provide a visual framework that integrates TRLs with CRLs, highlighting the importance of balancing technical development with market readiness. The paths are colour-coded to represent various scenarios that a technology might follow as it progresses from concept to market deployment.

- **The ideal path (grey)** represents a balanced progression where technology readiness (TRL) and commercial readiness (CRL) evolve in parallel. This ensures both technical development and commercial viability are achieved simultaneously.
- **The practical paths (green)** reflects a more realistic progression, where companies adjust strategies to manage competing demands between technological innovation and market readiness. Here, there is a conscious effort to maintain a balance between TRL and CRL.
- **The insufficient paths (red)** illustrates a significant misalignment between technological and commercial readiness. In this scenario, development is unbalanced, focusing too heavily on either technology or commercialisation at different stages. This misalignment leads to technologies that are either underdeveloped or commercially non-viable, resulting in increased risks, stalled progress, and potential failure unless strategic adjustments are made.

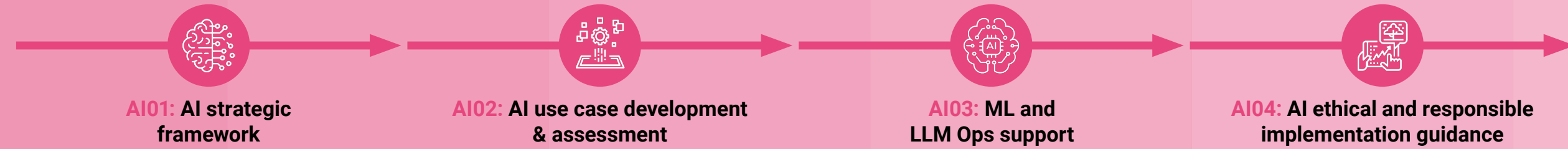
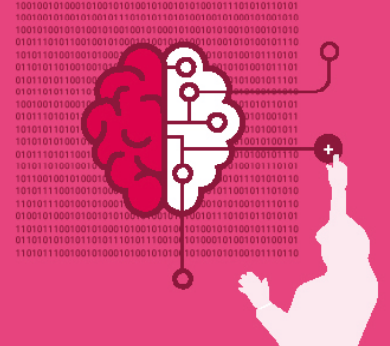


# Digital Catapult | Business Growth Service Catalogue

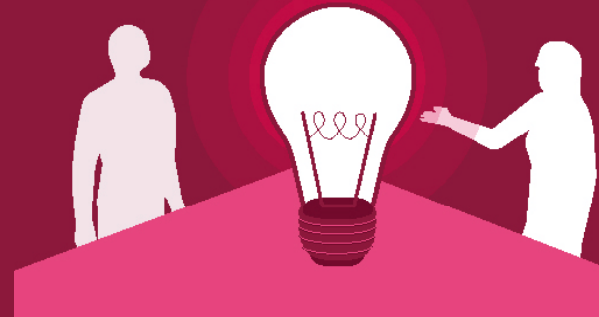
## Commercialisation



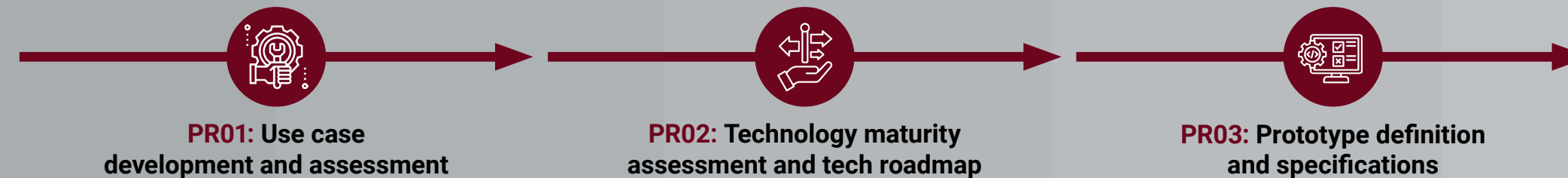
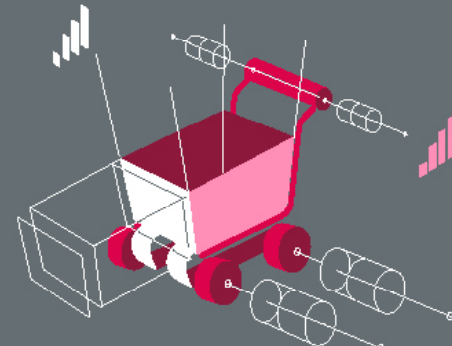
## Artificial intelligence



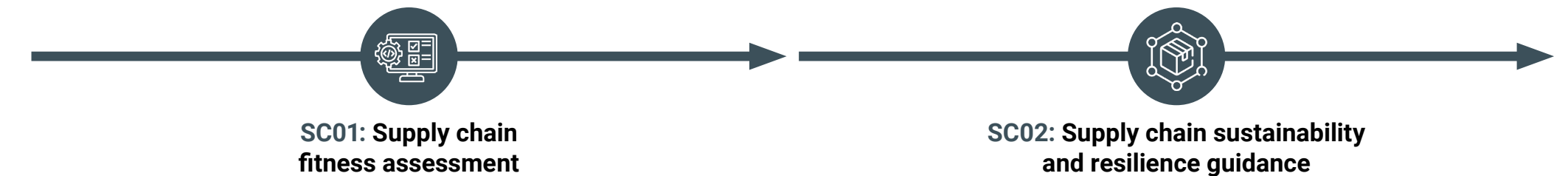
## Design



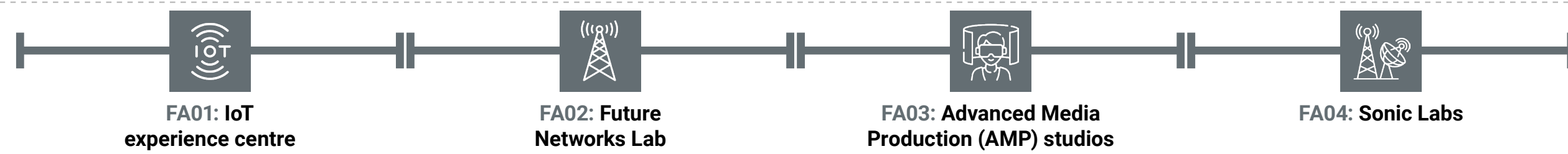
## Productisation



## Supply chain readiness



## Facilities access



Commercial/Technical Readiness Level

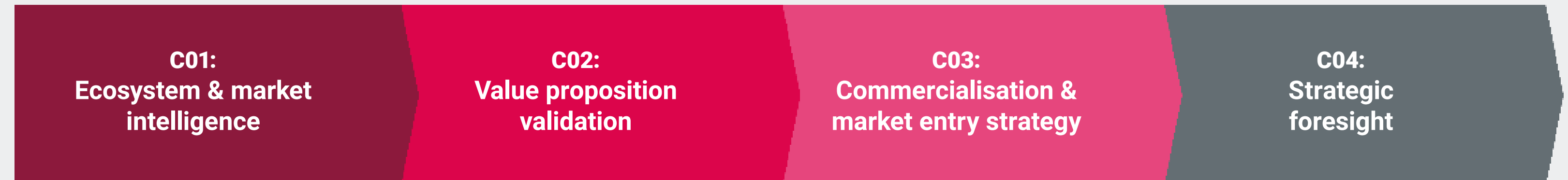


# Commercialisation support (1/2)



Digital Catapult guides SMEs throughout the entire innovation journey—from early-stage market exploration to sustained market leadership.

Initially, we help companies identify opportunities and understand their competitive landscape through detailed ecosystem and market intelligence (C01). We then validate their value propositions (C02) to ensure that products align precisely with customer needs. As innovations mature, we collaboratively develop robust commercialisation strategies and market-entry plans (C03) while leveraging strategic foresight (C04) to anticipate future market and technology shifts.



CRL 1-2 | TRL 3-4

CRL 2-3 | TRL 4-5

CRL 4-5 | TRL 6-7

CRL 5-6 | TRL 6-8

Do you understand your market and competition?

Does your product truly meet the needs of your customers?

Are you ready to launch your offering successfully?

Are you prepared for future market and technology shifts?

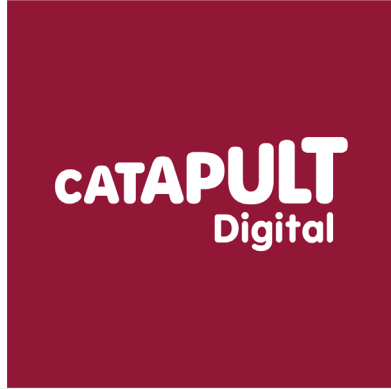
**Purpose:** Identify market opportunities, understand competitors, and map strategic partners.

**Purpose:** Test and refine the value proposition through targeted customer and market validation.

**Purpose:** Define a clear, actionable strategy for market entry and successful commercialisation.

**Purpose:** Anticipate market shifts, align internal capabilities, and design scalable business architecture.

# Commercialisation support (2/2)



To encourage market readiness, we help SMEs optimise pricing strategies and financial models (C05) to ensure profitable entry and sustained growth. To support long-term scaling, we provide tailored business architecture models (C06), preparing organisations internally for growth. Finally, we assist mature SMEs in sustainably expanding into new markets (C07), solidifying their position as innovative market leaders.



CRL 1-2 | TRL 3-4

CRL 2-3 | TRL 4-5

CRL 4-5 | TRL 6-7

Is your pricing strategy profitable and competitive?

Is your organisation structured for scalable growth?

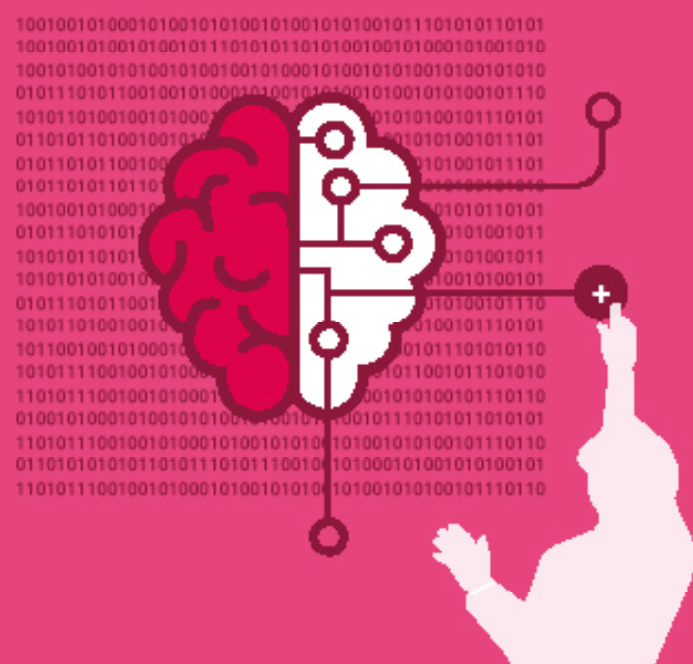
Can you sustainably scale into new markets?

**Purpose:** Develop financial models and pricing strategies ensuring profitable market entry and growth.

**Purpose:** Design and optimise your internal business structures, processes, and capabilities to support sustainable growth and scalability.

**Purpose:** Guide SMEs through strategic market expansion, operational scaling, and long-term sustainability. scalability.

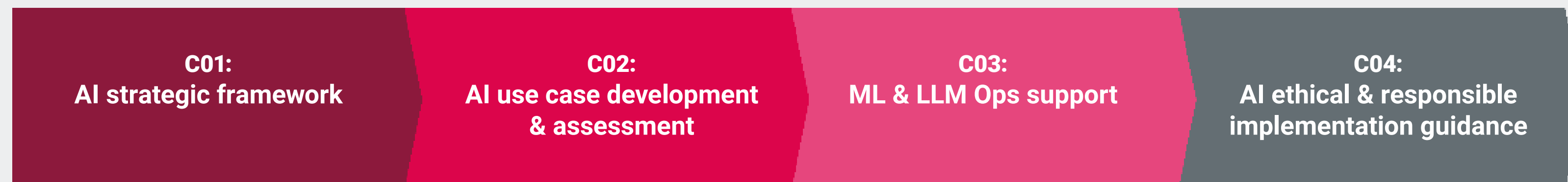
# Artificial intelligence support



Digital Catapult guides SMEs through a structured AI adoption journey—ensuring each step is strategic, feasible, and responsible.

We start with the AI strategic framework (AI01) to align business goals, assess data readiness, and identify impactful use cases. Through AI use case development and assessment (AI02), we validate technical feasibility and commercial value. As solutions mature, ML and LLM Ops support (AI03) help operationalise and manage AI models efficiently. Finally, AI ethical and responsible implementation guidance (AI04) ensures deployments are trusted, compliant, and sustainable.

This end-to-end approach makes AI adoption clear, effective, and future-ready.



CRL 1-2 | TRL 3-4

CRL 2-3 | TRL 4-5

CRL 4-5 | TRL 6-7

CRL 5-6 | TRL 6-8

Is your organisation strategically ready for adopting AI?

Have you defined and validated your AI use case?

Are your AI models efficient, reliable, secure, and scalable?

Is your AI deployment ethically responsible and compliant?

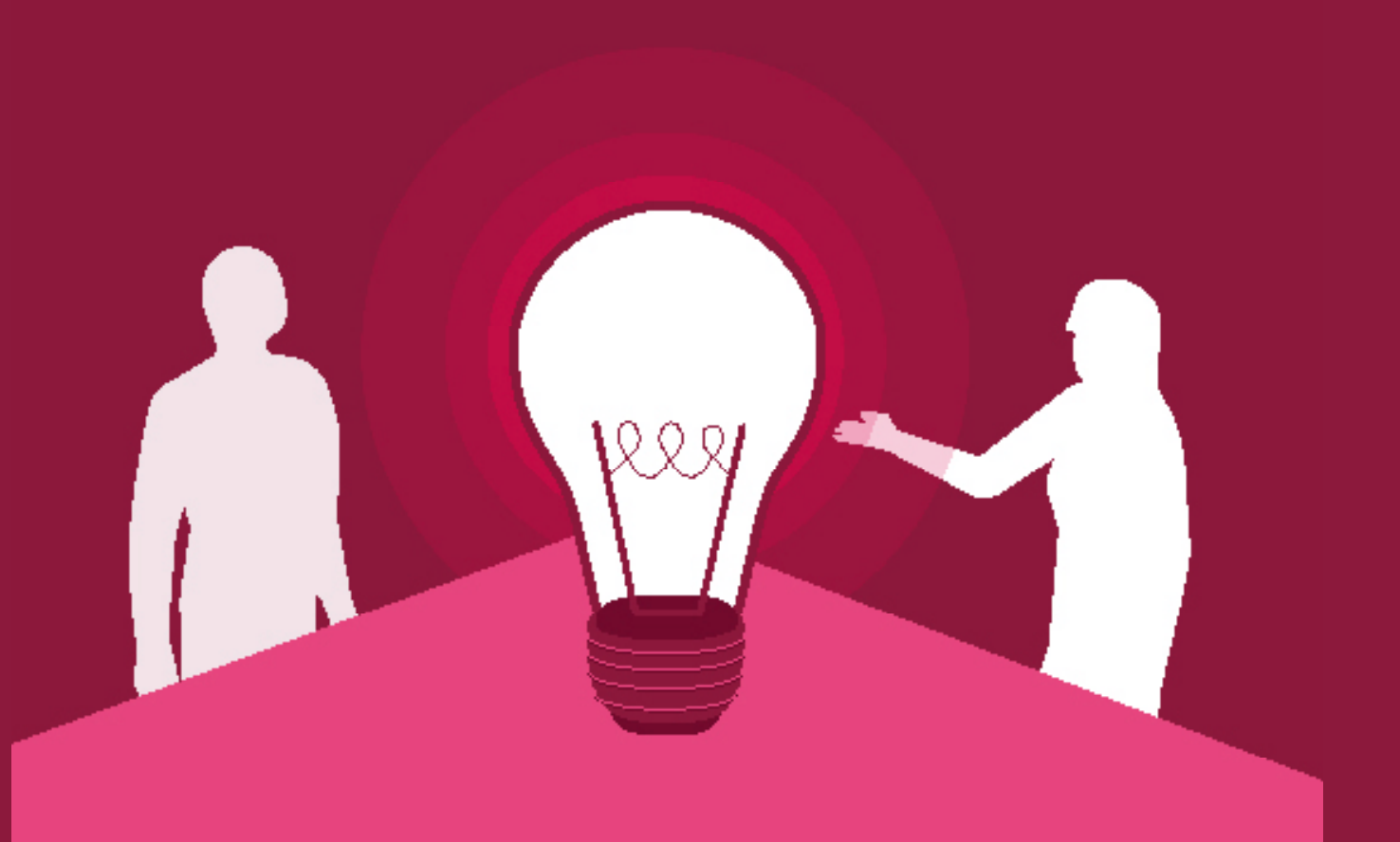
**Purpose:** Establish strategic objectives, assess data readiness, and identify high-impact AI opportunities aligned to your business goals.

**Purpose:** Define, develop, and rigorously assess AI use cases to confirm their feasibility and business value before significant investment.

**Purpose:** Optimise operational processes and effectively manage the lifecycle of machine learning (ML) and large language models (LLMs), enabling rapid deployment, continuous improvement, and scalability.

**Purpose:** Guide your organisation through ethical considerations, compliance risks, and responsible practices to deploy trustworthy AI solutions.

# Design support



Digital Catapult's design services support SMEs in creating user-centred innovations that are functional, intuitive, and market-ready.

We begin with user experience and product insights (DS01), helping businesses uncover how users interact with their products and identify key areas for improvement. Through product/service co-design sprints (DS02), we bring teams and users together to rapidly iterate and refine solutions based on real needs and behaviours. Finally, we validate these solutions through solution validation and user testing (DS03), ensuring they deliver a seamless, effective experience and are ready for a confident market launch.

This journey ensures that every product is shaped by insight, designed with users in mind, and tested for real-world success.



CRL 1-2 | TRL 2-4

CRL 2-5 | TRL

CRL 4-7 | TRL 5-8

Is your organisation strategically ready for adopting AI?

Have you defined and validated your AI use case?

Are your AI models efficient, reliable, secure, and scalable?

**Purpose:** Establish strategic objectives, assess data readiness, and identify high-impact AI opportunities aligned to your business goals.

**Purpose:** Define, develop, and rigorously assess AI use cases to confirm their feasibility and business value before significant investment.

**Purpose:** Optimise operational processes and effectively manage the lifecycle of machine learning (ML) and large language models (LLMs), enabling rapid deployment, continuous improvement, and scalability.

# Supply chain readiness support



Digital Catapult helps SMEs build stronger positions within complex digital supply chains.

We begin with a supply chain fitness assessment (SC01) to identify capability gaps and guide integration into established ecosystems. As businesses mature, we provide sustainability and resilience guidance (SC02) to strengthen long-term competitiveness by addressing risks, improving adaptability, and embedding responsible supply chain practices.

This journey enables SMEs to confidently join, sustain, and lead within resilient, future-fit supply networks.

**SC01:**  
Supply chain fitness  
assessment

CRL 4-6 | TRL 6-8

Are you ready to integrate into  
established supply chains?

**Purpose:** Evaluate your operational readiness to meet the requirements of established or digital supply chains and identify key capability gaps.

**SC02:**  
Supply chain sustainability  
and resilience guidance

CRL 6-8 | TRL 7-8

Is your supply chain strategy built  
for resilience and sustainability?

**Purpose:** Assess vulnerabilities and enhance the sustainability and resilience of your supply chain to improve long-term competitiveness and reduce risk.

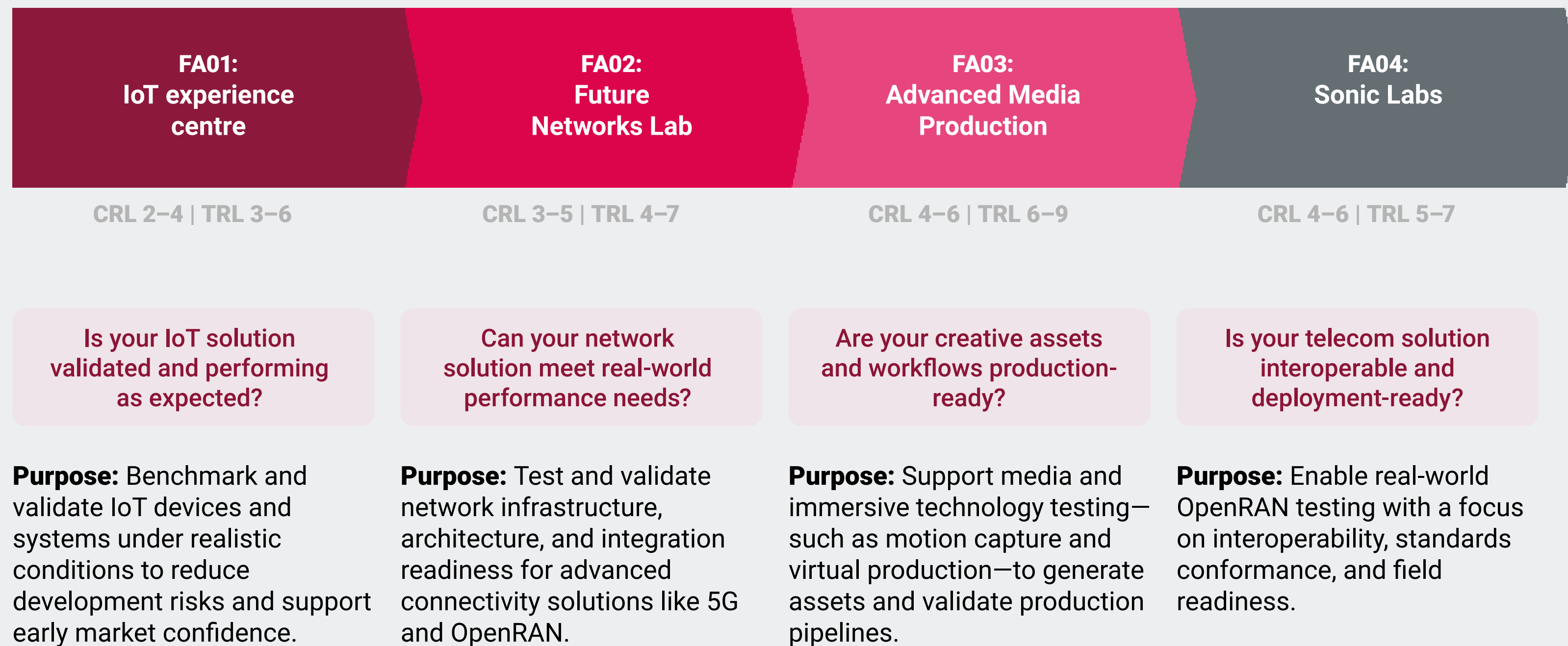
# Facilities access



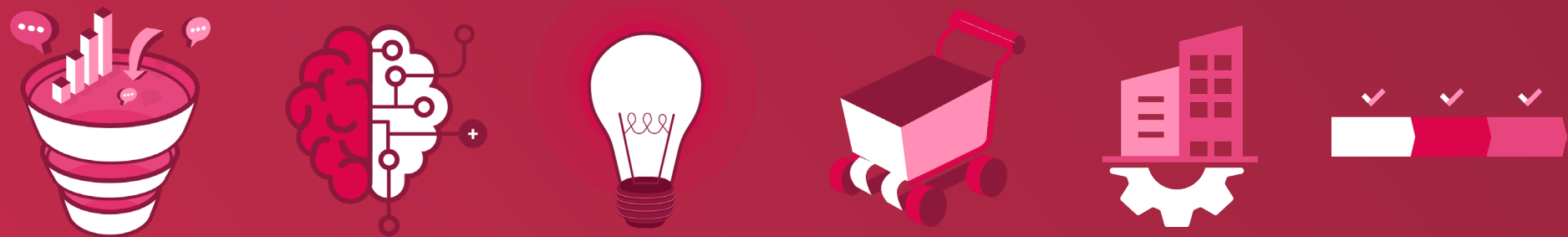
At Digital Catapult, we offer access to cutting-edge facilities that enable businesses to test, refine, and validate their innovations in real-world scenarios.

These facilities are designed to address key challenges in technology development and deployment, from IoT testing environments to advanced media production studios.

With these resources, we aim to reduce development risks, foster collaboration, and accelerate time-to-market for deep tech solutions.



Thank you for downloading the catalogue. One of our experts will get in touch with you.



Contact us