

# How ReaDI-Watch Supports Business Strategy in R&D & Innovation | ReaDI-Watch

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Business strategy teams are responsible for ensuring that R&D and innovation efforts align with commercial objectives, investment priorities, and long-term growth targets. However, in many organisations, R&D activity is fragmented across teams, tools, and projects, making it difficult to gain clear visibility into progress, investment, and outcomes.

Without structured insight, strategic decisions—such as where to invest, which projects to prioritise, and how to measure success—are often based on incomplete or retrospective information.

## What is ReaDI-Watch?

ReaDI-Watch is a one of a kind Innovation Management System (IMS). Our digital platform is built by Innovation and R&D experts to help companies embrace and unlock their Innovation potential across any industry. Using ReaDI-Watch as a centralised platform, you can build, track, protect, and manage your Innovation and R&D strategy, including your projects, team, and intellectual property.

ReaDI-Watch aspires to become the digital embodiment of the business pillar of Innovation and R&D in our customers. We implement our platform with our customers, such that they can turn R&D and Innovation from a cost-base, to a profit-generating driver of business growth.

How can RD&I be turned into a profit generating driver of business growth?

In summary:

- ReaDI-Watch creates visibility on the investments that are being made into technology development in the business, by implementing a real-time culture of data capture
- ReaDI-Watch turns the retrospective gathering of information to claim R&D Tax Credits (SR&ED) and Grant supports, into a seamless real-time process
- By creating visibility of the investments being made into technology development, and by maximizing the non-dilutive funding supports available, ReaDI-Watch's customers can optimize their decision-making & strategic planning to nurture concepts to commercial success.
- By bringing the business pillar of RD&I to light, ReaDI-Watch customers achieve higher valuations and stronger due diligence for investments or acquisitions.
- By creating clarity on the technology development programme taking place in the business, ReaDI-Watch customers can better protect & exploit their intellectual property (from know-how to patents).
- ReaDI-Watch serves as a digital platform for all engaged in innovation and R&D in the business to contribute to ideation, development & commercialization.

## So how can my Development Team help?

As an integral player in the company's R&D and Innovation journey, here are (some of) the top considerations & inputs that you can support your company (or client) starting on the R&D and Innovation journey with ReaDI-Watch.

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