

# ReaDI-Watch and the Finance Team

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## 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 Finance 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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