

DelphiManager – an example of entrepreneurial evolution?



#### Who am I?

- Richard Simon Alexis Crew (mum hoped I'd play for England)
- Web developer in the private sector for 12 years
- Developer for research at UoL for past 7 years
- Lead developer on DelphiManager
- Scouser







# Entrepreneur by association



















# What is DelphiManager?

- Web based application managed entirely by the study team
- Implementation of the Delphi Method
- Intended for use with Core Outcome Sets (COS)
- Efficient and cost effective



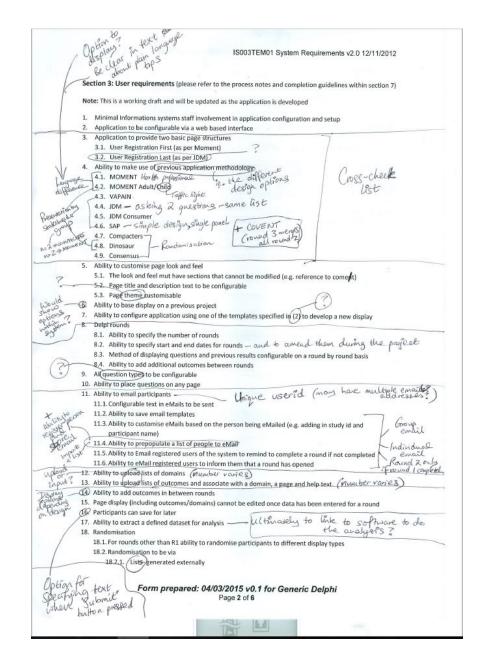


#### The evolution

- Fulfilled an existing requirement (like most good ideas)
- Initially produced as bespoke software on ad hoc basis
- Not efficient (cost effective) so changed to be "self sustained"
- Original intention was to try and make it revenue neutral











#### The revolution

- Private sector versus research/academic mutually exclusive
- Price point agreed upon eventually!
- Branding (of sorts) determined
- Documentation and email support provided
- NOT marketed
- Ongoing discussions with Business Gateway about formal commercialisation





### A success story

- Proved highly successful
  - Used for over 100 Delphi surveys globally
  - Used by over 15000 participants in those surveys
- Available in foreign languages ongoing
- Asked to speak at OMERACT 2018
- The income generated by DelphiManager is re-invested in COMET activities



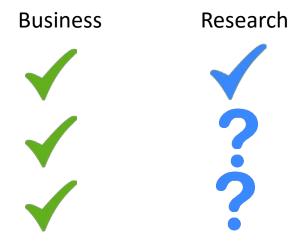


# What makes an entrepreneur?

Identify (or create) a gap in the market and exploit it

Set a competitive price

Take risks







# Questions?

Thank you



