

commercialising  
your ideas



Mini Case Study: BlueTrail Ltd  
Key Words: Business Planning, Market research, Product Development, Mentoring

BlueTrail has been helping companies such as [Red Bull](#) and [Mila](#) to gain competitive advantage through the mobile internet. They develop ideas and applications for the mobile market — bringing years of software programming experience, enthusiasm and creative thinking to create systems that transform the way customers and employees interact with them.

BlueTrail are an established company who, through providing bespoke mobile solutions, have developed a number of mobile products.

PRD have provided

- ◆ Research into possible markets
- ◆ An action plan detailing how they might enter and develop their market
- ◆ Ongoing mentoring and facilitation of the action plan

Testimonial:

*Roger's help has been invaluable over the last few months. He has helped us focus our services and has certainly improved us as an organisation. We will certainly continue to work with **PRD Partnership** in the future.*



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