



Knowledge Transfer Network  
VH Innovation Ltd

[www.recoilkneepads.com](http://www.recoilkneepads.com)

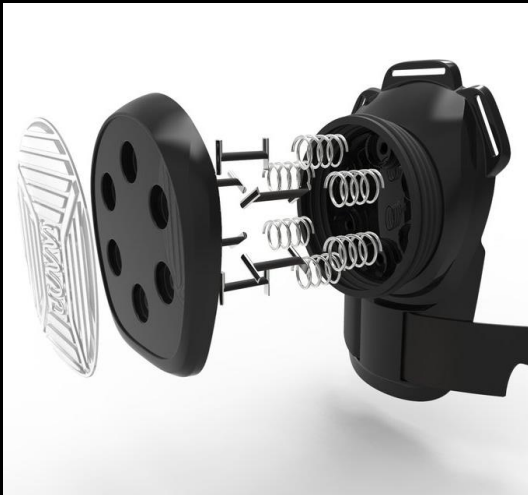


## Vicky Hamilton

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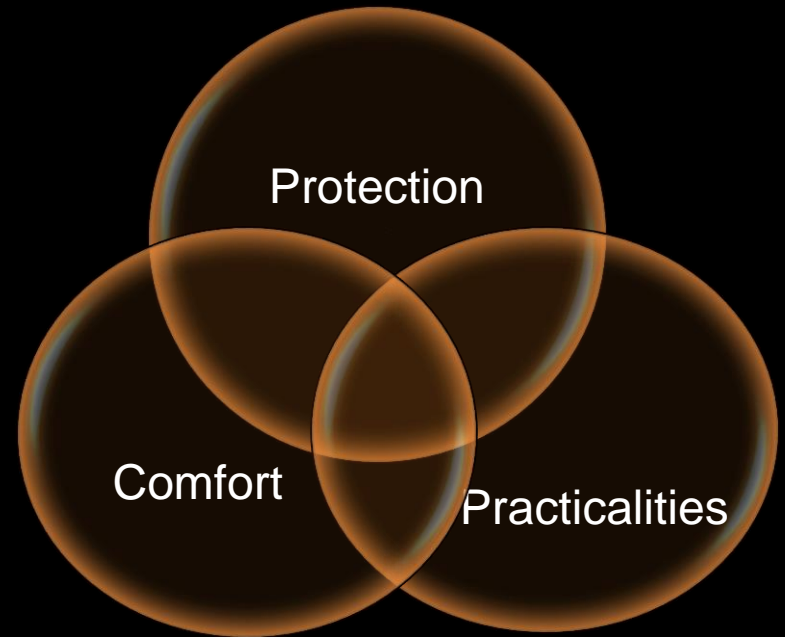
Product Design Engineer

[www.recoilkneepads.com](http://www.recoilkneepads.com)



- Founder and Director of VH Innovation Ltd
- Product Design Engineer of The Recoil Knee Pad
- Strathclyde University, 2008-2013
- Masters Degree in Product Design Engineering

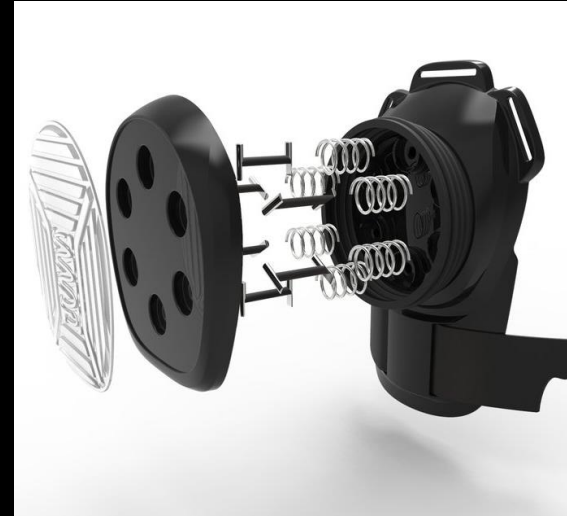
# The History



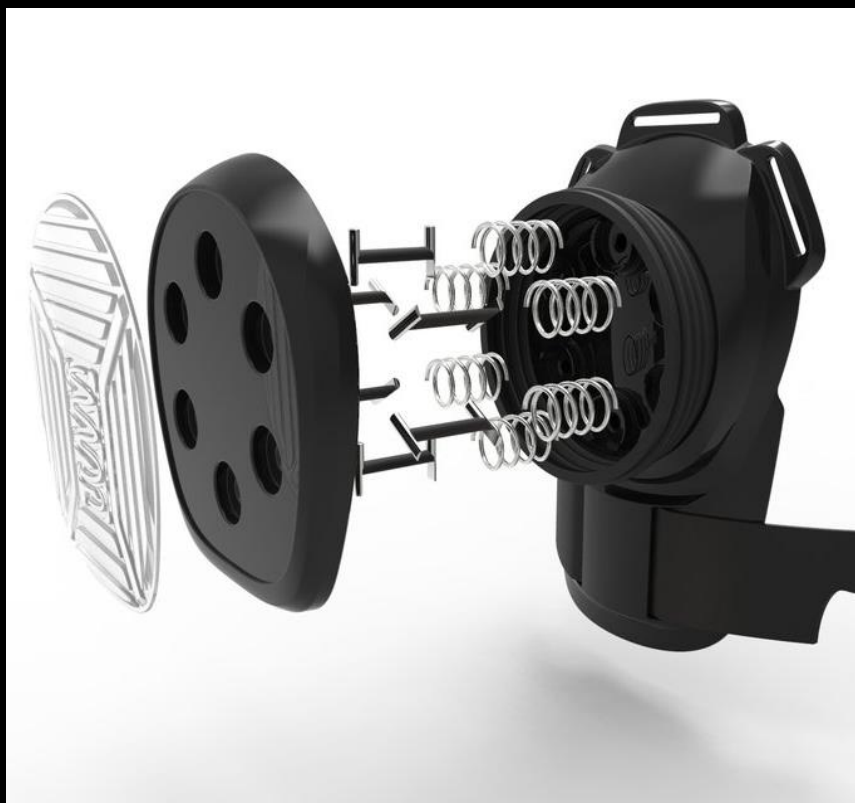
# What is Recoil Knee Pads?



- 6-Spring Suspension Kneepads
- Features:
  - Knee Hugging Foam
  - Ultra Soft Straps
  - Dual Layer Pivoting Spring System
  - Add-on accessories for different jobs



- Patent Pending Design
- Benefits:
  - Reduces pressure on the knees by 76%
  - Reduces risk of knee injury
  - Increases user comfort
  - Pivoting mechanism allows for easier movement across a floor



### Milestones/Progress to date:

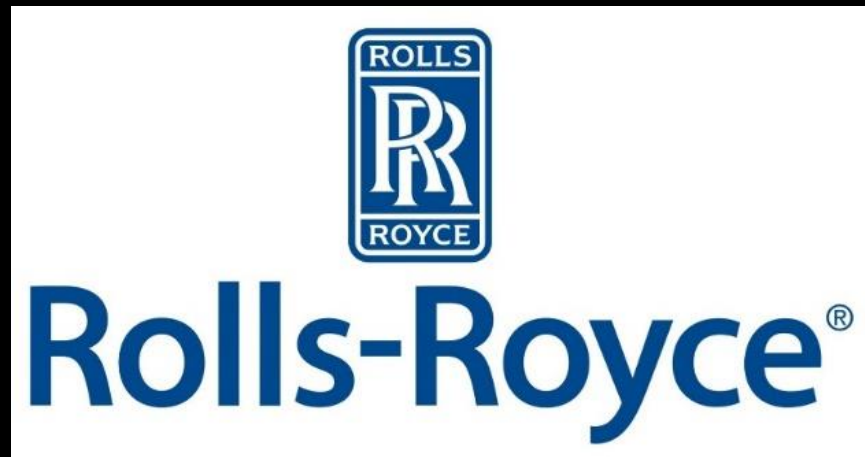
- US & EU Granted Patent
- Direct team of 3, indirect team of 6
- Robust UK supply chain
- Raised funds through loan funding and private Angel Investment





What am I going to do?

# Engineering?



# Design, Manufacture and Engineering Management

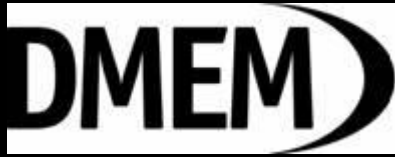


**2008**

University of Strathclyde  
Product Design Engineering







2010

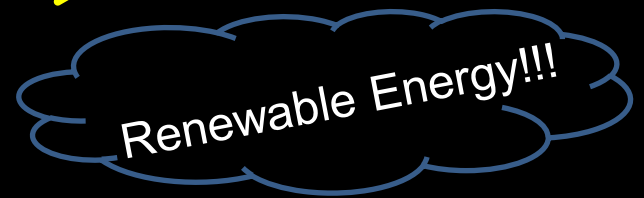
Travel Australia and Fiji

2008

University of Strathclyde  
Product Design Engineering



Create, make, manage





2010



ATKINS



2011

Strathclyde Internship



2012

Centrica Energy Internship,  
London

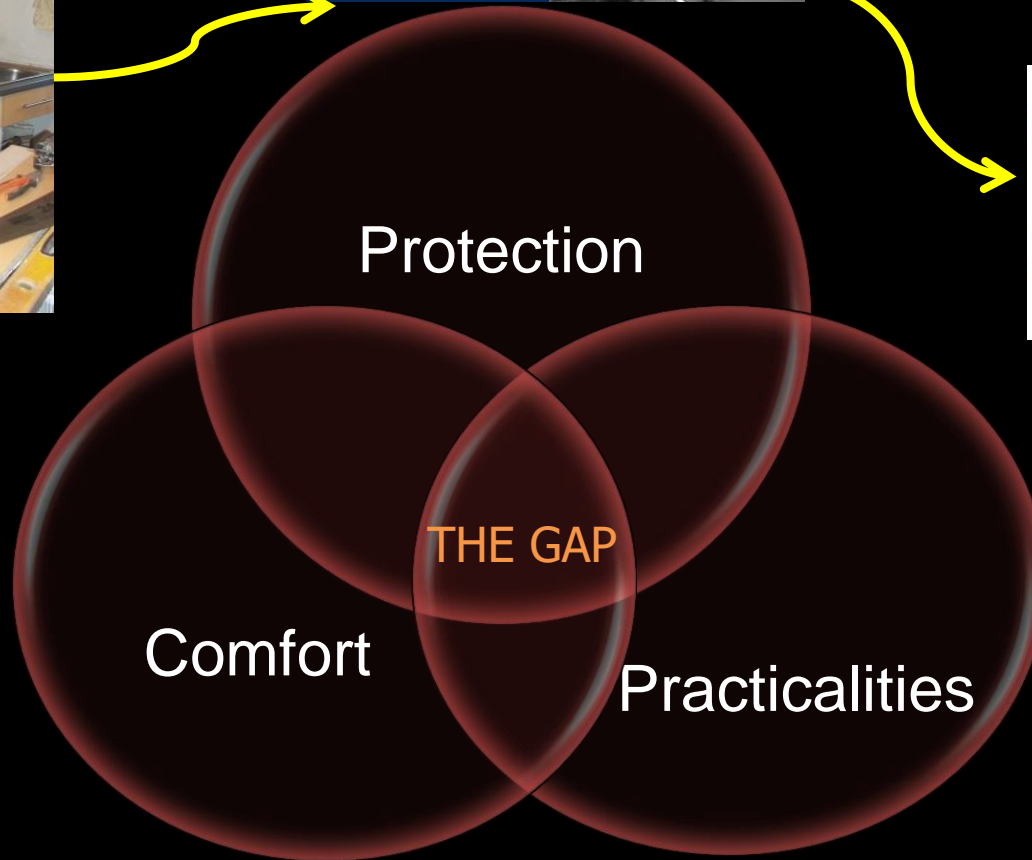
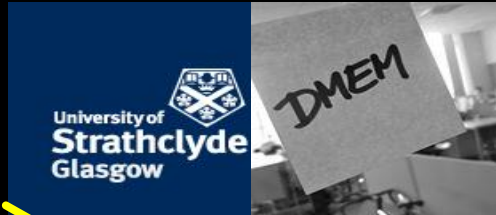


**2012**

Last year of uni

What to do next?

What to do for final  
year design



- Key Learnings:
  - Seize every opportunity
  - Every competition has to have a winner



# Part 1: Business Set-up/The idea



Be brave



Engage with support agencies



Test, Test, Test



Be resourceful



Focus on customers



Get out of your comfort zone



Join Accelerators/Build a network



Develop pitching skills



Stay grounded

# Timeline

Setup/Advice Seeking

Research

Mechanical Development

19 months development

Testing/Proof of Concept

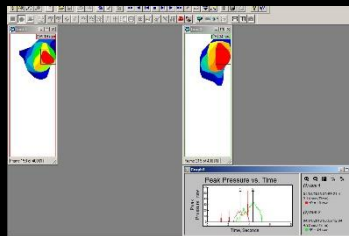
Aesthetic Development

Prototyping and Testing

Fundraising

October  
13

May 14



Apr 15

Key learning: Things do take longer than you think, don't be put off!

# Part 2: Manufacture and launch



May 15

Jun 15

Jan 16

Jun 16

# Part 3: Building everything else

Managing customers



Office Space



FT Staff



Team Building



Jul 16

Feb 17

Dealing with distributors



Managing a supply chain



Continuing to be resourceful...

Oct 18



Receiving support from another business



Dec 18



# Part 4: Taking it up a level



Jan 18

Apr 18

Jun 18

Nov 18

# Part 5: PIVOT! & Grow



## THE PRICING WAR & The Patents...

*Undercut with own product*

*Change of operations – Need to become leaner*

*Dec 18*

*Mar 19*

*Jun 18*

*Feb 20*

- Digital Marketing & Content Creation
- Direct Marketing & Healthcare
- Project Management & Client Relationship
- Advertising & Branding
- Business Development & Sales

# Lessons Learned/General Experience

- You have to know your 'why'
- You should ask for help
- You should always be kind to each other
- Find your champion
- Don't give up

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Thank You