

## **Ideas Bank: Case Study**

### **Idea**

Wai Lau and his company Information Prophets have developed an innovative software product using artificial intelligence to conserve energy in commercial buildings.

### **Impact**

Wai submitted a “business proposition” from i2m into the Ideas Bank and a week later had received vital feedback from two possible investors and met with a third for a more detailed discussion. He is currently assessing his options.

### **Requirement**

He had received a number of grants for his development and is now seeking investment and specific business expertise. These have not been easy to find and the process has been time consuming – distracting the business from its true goal – to make more sales.

### **Quote**

“Within days of submitting my Business Proposition to the ideas bank, I had arranged a meeting to discuss potential investment. The process was simple and quick”