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Accelerator Case Study

Ariane Medical Systems



Sector: Manufacturing **Location:** Amber Valley **Size:** Small **Turnover:** £1.5m

About the business

[Ariane Medical Systems](#) is a manufacturer of medical equipment for treating cancers with radiation. Its product, the Papillon+™ X-ray Brachytherapy system, is used in the delivery of the Papillon CXB technique, which is primarily used for colorectal cancer and was developed to quickly deliver a prescribed dose directly onto the tumour improving organ preservation and quality of life. The Alfreton-based business was created in 2005 by founder and Managing Director Keith Spanswick. It currently has 11 full-time employees and a number of consultants across the world.

Challenges faced

Like many businesses, Ariane Medical Systems, whose customers were primarily in Europe, has faced the challenges of Brexit and supply chain pressures in an unstable economic climate. There's also been an increase in regulatory requirements the business has been dealing with (especially bad for an SME). On top of this, balancing cashflow - sales vs manufacturing - continues to prove challenging. Finally, there was a desire to develop new partnerships internationally and take on more regulatory work, but resources have been limited.

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Solution - Support Given

The business has been supported through one-to-one advice from DBT, Medilink and more recently East Midlands Chamber Business Adviser, Cat Walls.

Following a successful application, an Export Accelerator grant has provided funding towards a trade mission to **India** to meet new customers and potential distribution partners. This has allowed the business to showcase its radiotherapy solution to the Tata Mumbai and other hospitals in the region.

In addition, an Accelerator Growth Voucher of £2,000 enabled the business to benefit from specialist marketing consultancy on social media, staff training and awareness. This support is helping to raise visibility online to potential customers, stakeholders and organisations regarding the benefits of its Papillon+ cancer treatment.

The business has also joined the Chamber's East Midland Manufacturing Network to connect with other manufacturers in the region.

Impact - The Difference it's Made

The support has enabled the business to carry out the market visit, meet potential customers face-to-face and gain market experience in India and Sri Lanka. This has led to new connections being established, with the hope of future orders.

The Growth Voucher has enabled Ariane Medical Systems to take advantage of marketing consultancy support and introduce social media as a new sales channel to reach a wider audience digitally and raise awareness of its products.

A word from the business:

"The support allows a small business to think and dream big.

Cat gave us guidance throughout including helping us to complete the applications. It's potentially helped us to open a brand-new market."

Mark Davies-Cousins, VP International Sales

Accelerator has provided:

- 1 to 1 Advice
- Export Accelerator
- Growth Voucher
- EMMN membership

Impact to business:

- New Market Entry
- New Process/Technology

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.

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